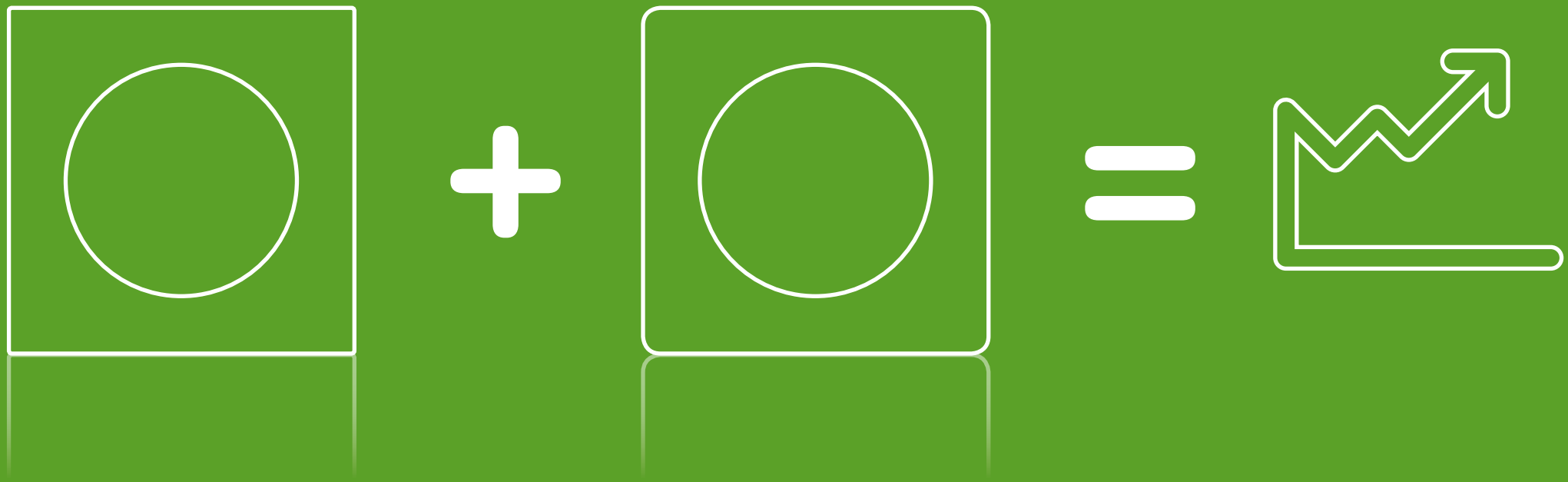
Odace sales battle cards

A bold new style to boost your business- and increase your customers' sales



Internal use only

Schneider Electric

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Strategy and positioning

Schneider Electric presents a new range of electrical wiring devices: Odace. Odace is the first range of switches and outlets to be designed and developed in house by Schneider electric design and R&D specialists. Odace is also the first line of switches and outlets to use the optimized universal technical platform common to all future Schneider Electric product ranges.

Odace

Penetrating the market

Ambitious sales targets

> Market share targets will vary from one country to another. In France, the goal is for Odace to replace Alvaïs. This represents an ambitious target, as Alvaïs 2010 sales are around €30 million

> In Spain, the goal for Odace is to replace Unica Basic, Colors and Quadro which 2010 sales represant around €10 million

> However, regardless of the country, the Odace launch is a key opportunity for Schneider Electric to carve out a top-tier position on the market and to increase share of mind beyond the traditional professionals-only market

The market

Products and positioning

> One innovative product line available in two designs: Styl and Touch; plus an appealing and customizable version, “You,” available in 2012

> 80 features to meet the full range of lighting and temperature control, electricity and connectivity, and energy savings needs

> Wireless solutions for every room in the house

> A new wired “PlusLink” remote control: domotic for standard rooms (shutter and light) available in 2012

> Just two part numbers needed to build a complete product: one for the pre-assembled insert and mechanism and one for the cover frame

> A contemporary, harmonious product lineup offering true added value on the standard to mid-range segment

Market and distribution

> Residential: new construction and refurbishment

> Distributed by professionals (Schneider Electric’s usual channel)

> Odace will be sold at retail DIY stores by 2012 in conjunction with our partner Scanelec

Launch strategy: main pillars

> **Create end-user demand for Odace**
Our goal is to go head-to-head against our direct competitors, and give you the tools you need to reach this new target—an ambitious goal, but one that we must face head-on
Our consumer communications will target web, print, and home-decorating publications and will help create end user awareness of and demand for Odace

> Establish Odace as **installers' product of choice**

> Broaden Schneider Electric wiring device stock availability and geographical coverage by targeting both professionals **(wholesale distributors)** and end-users **(retail DIY stores - 2012)**

> Target market: **Residential**

> **Main customer groups**
- Wholesalers
- Installers
- End Users
- Electrical designers/consultants
- General contractors/home builders
- Architects, interior designers
- Investors
- DIY retailers (subsequent wave of launch)

Targets groups

Wholesalers

> Leverage traditional wholesale channel to drive product launch in waves

> Will include DIY distributors to raise consumer awareness of Odace (2012)

Installers

> Small electrical contractors (1 to 3 employees), Alvais installers (to secure Alvais replacement), and those seeking an alternative to main competitor (i.e. Legrand in France, i.e. Simon, ABB in Spain)

> Medium-sized installers who do mostly new construction (focus on productivity, price, "opportunists")

> Home builders

End users

> Seeking a good compromise at a fair price, solutions for energy efficiency along with a trendy design

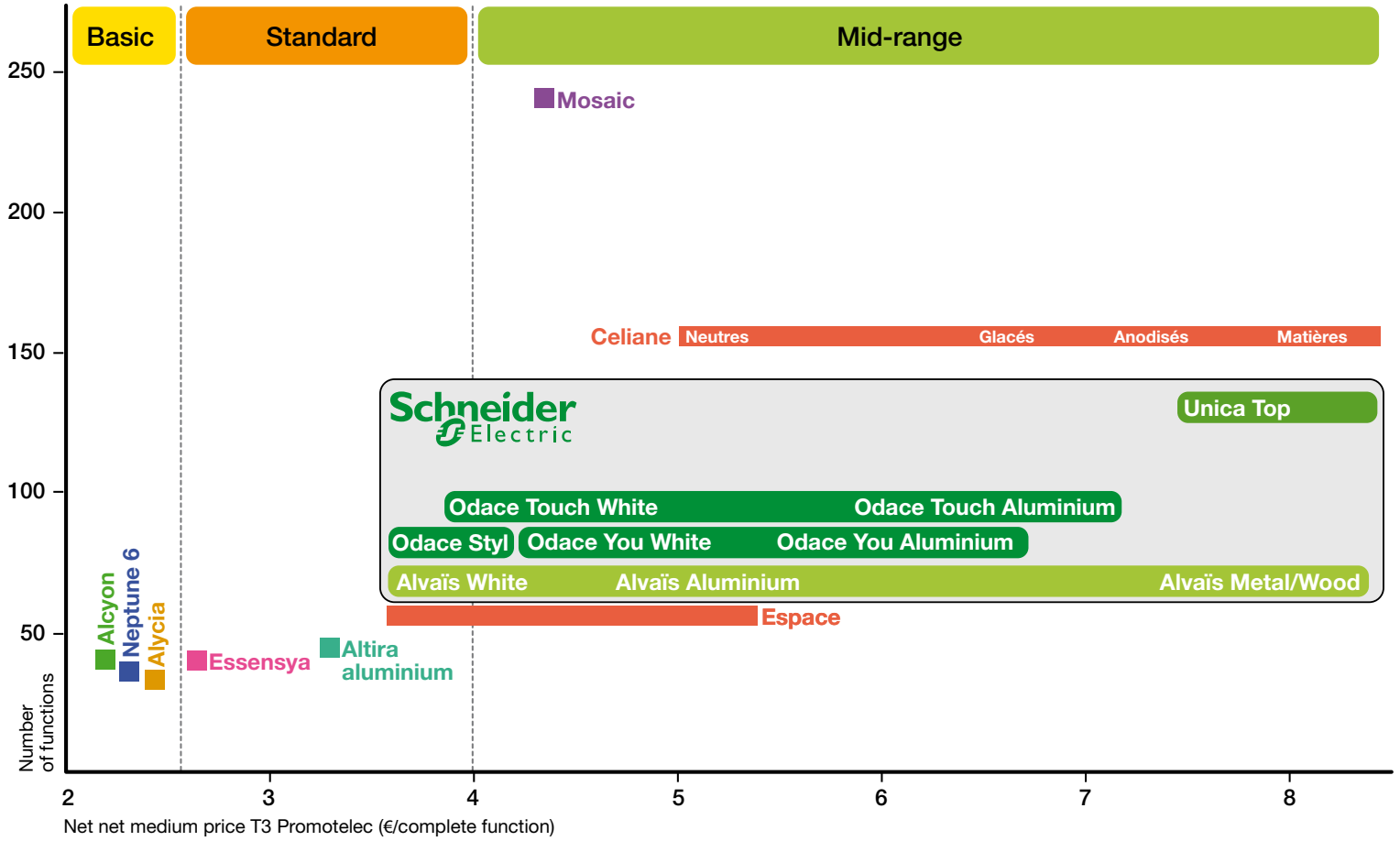
> Strong need for pull from this segment

Consultants

> Not limited to architects and can include real-estate developers and home builders

Odace

Wiring device brands in France



Odace missions

> Replace Alvaïs (metal and wood segment replaced by Unica Top) as soon as possible (by 2012)

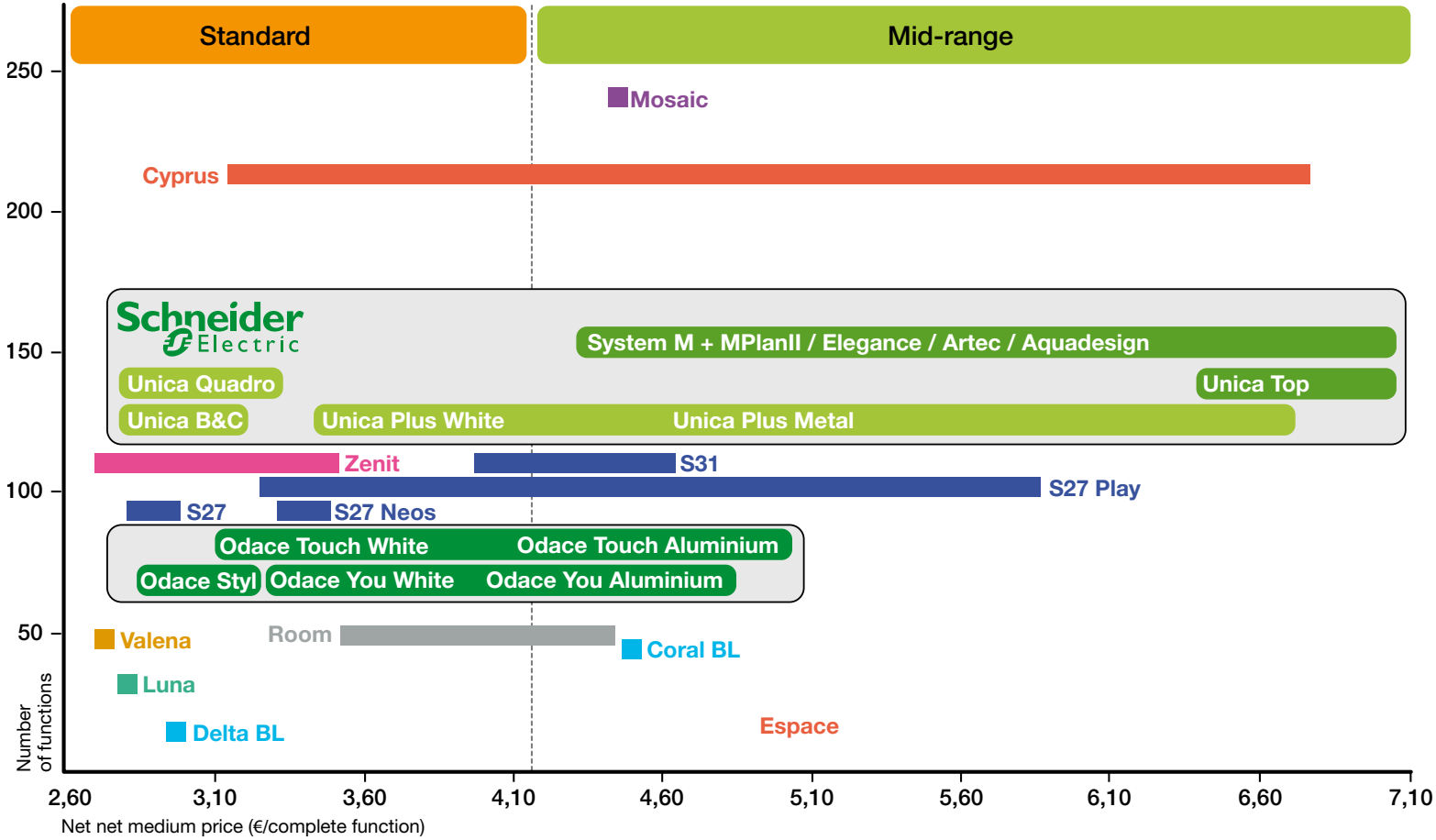
> Secure former Alvaïs white business (86% of Alvaïs sales)

> Compete directly with Espace (Legrand) and challenge Celiane at the low end of the market to boost Schneider Electric market share

> Create a mass market for finishing and materials (Touch Aluminium)

Odace

Wiring device brands in Spain



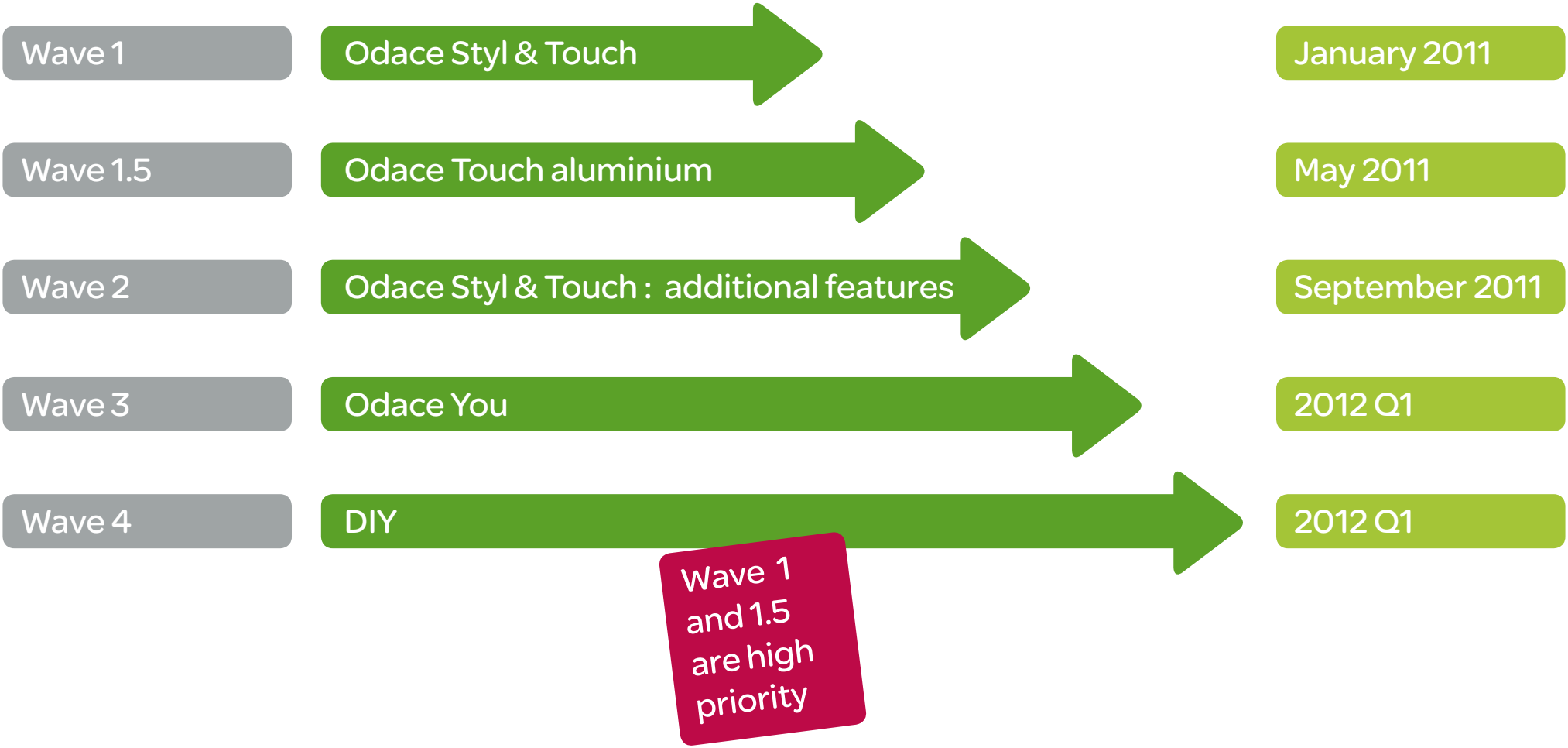
Odace missions

> Complete Schneider Electric offer for residential market in standard-medium segment (Unica BCQP) in aesthetics and efficiency in the job

> Displace traditional modular ranges (S27, Zenit) from residential market to verticals with stronger value proposition

> Recover share being the referent offer that answers residential electrician needs

Odace
Timing



Solutions & values proposal

Odace

The Odace promise: greater ease-of-use

Messaging pillars

1. Safe and reliable

> Schneider Electric **preventive quality controls** ensure low field failure rate (FFR)

> **Complies with standards** required for common quality approvals **(NF, N, CEBEC)**

> **Best in class for robustness and quality perception** by electrical contractors

2. Simple

> Suitable for **standard and medium segments**

> **Assembled architecture** (mechanism + cover frame)

> **Just two part numbers required to build a complete product**

> **The right balance between simplicity and range of features** (80)

> **PlusLink: no programming tool needed.** Easy to program, use and changing program settings

> **PlusLink Solutions: "Create your own scenes";** once installed the enduser can easily create scenes, no installer needed.

3. Installer-friendly and efficient

> **90% screwless product line** (sw, so, vdi, control) facilitates installation

> **Lean Supply Chain.** OTDS = 98% for Very High runners (60 functions that represents 98% volume and 80% sales)

> **PlusLink : Easy to install; just by adding one wire** between the normally stand-alone units you achieve easily solutions for shutter, light control and all controlled from one point or e.g. scenes

4. Innovative, ergonomic design

> **Strong visual identity designed for the iPhone generation:**
- The mechanism's circular shape
- Cover frame using noble materials (Touch)
- Accessories (Styl Outer plate, LED lamps for lightable switch, spring...)

5. Energy efficient and environmentally responsible

> Products with control features contribute to **energy efficiency**

> Responsible use of resources

> **Eco-design** and PEP

> Complies with **RoSH and Reach standards** for substances of very high concern (SVHC)

Values

> Safe and reliable

> Simple

> Installer-friendly and efficient

> Innovative, ergonomic design

> Energy efficient and environmentally responsible

Solutions

> Lighting management

> Comfort and energy savings

> Connectivity

> Wireless

Odace

Lighting management

> Create the ambiance you want with **dimmer switches**

> Adjust lights and roller blinds throughout a room using **RF wall-mounted switches or remote control**

> Automatically control lights using **presence detectors** for increased comfort and safety

> Switch on lights when needed and automatically switch off using **time delay switches** for energy savings

> Find your switches, pushbuttons, timers, and other controls easily, even in the dark, thanks to **LED illumination**

> Regulate natural light with **roller blinds**

> Manage your overall lighting to increase **energy efficiency**

And with Odace Pluslink

> Scene control with your **stand-alone dimmer**; set preferred levels of the lights in the dimmer which you activate later by pressing the **scene buttons**

> Link several dimmers together to a **small light control solution** in which you can control all dimmers from one place or activate scenes

> Switch off all your lights and lower all your roller blinds from **one push button** when leaving home

Time delay switch

Switch with locator lamp

Dimmer switch

Presence detector

Odace

Comfort and energy savings

> Manage heating and air conditioning efficiently with a **wide range of thermostats**

> **Wide range of mechanisms for roller blinds** with intuitive interface and up to 3 positions for different motor types

> Create pre-set blind position combinations using **RF devices controlled via wall-mounted switches or remote control**

> Shut off all lights and control blinds using a **RF switch** for increased comfort and energy efficiency

> Use **different colored LED indicators** to find and identify switches quickly and easily

> Make life easier with **Odace Styl frame accessories** to post notes, hang keys, or charge your mobile phone

> Control continuous mechanical ventilation easily thanks to an intuitive user **interface**

Mechanical room thermostat

Roller blinds

Electronic room thermostat

Ventilation control switch

Mobile phone recharging stand

Odace

Connectivity

> Easy access to the world of multimedia entertainment via **TV/R/SAT, phone, speaker, and RJ45 sockets**

> Custom **multiservice socket** for leading French ADSL provider Numericable®

> **Dedicated phone sockets** for different countries (France/RJ 12/RITA/Belgacom)

> Best in class **RJ45 connectors** Actassi S-one from Schneider Electric designed to work with LexCom Home VDI solutions

> All power sources you need, from **single and double outlets**

> Easy-to-identify (symbol stickers) and tamper-proof **appliance-specific power outlets**

Loudspeaker socket

TV/R/SAT socket

Socket-outlet with symbol sticker

RJ45 data socket

Multi-service socket

Odace
Wireless

> **Make home improvements quickly and easily** without costly, inconvenient refurbishment work

> **Create lighting scenarios** combining several light sources and roller blinds

> **Manage all lights and shutters** throughout your home **from a single control**

> Control your entire home installation from wall-mounted switches or **remote control**

> Include several RF devices or RF and flush-mounted devices in **multi-unit frames**

RF central switch

RF roller blinds

Remote control

Odace
PlusLink

> An **innovative and cost-efficient solution** which opens up more opportunities for installers

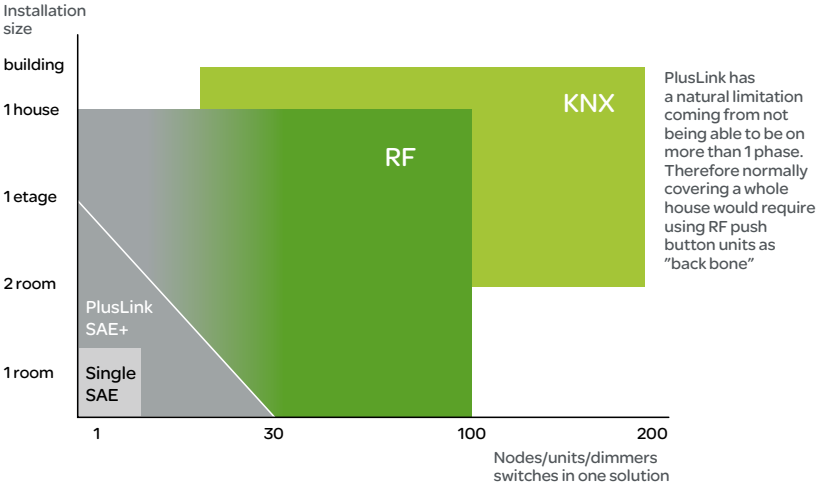
> Odace PlusLink is a system for **controlling lights and blinds** and is based on **conventional electrical installation**

> The inserts Odace PlusLink are **linked together by an additional wire** via PlusLink input and output connectors to create a single, intelligent control center

> Installation of **one control center** for the entire house and separate control for up to **four zones** throughout the home

> **Creating scenarios** by combining lights and blinds for different times of day

> Odace PlusLink is **simple and intuitive**, and requires no special software for programming or training to install

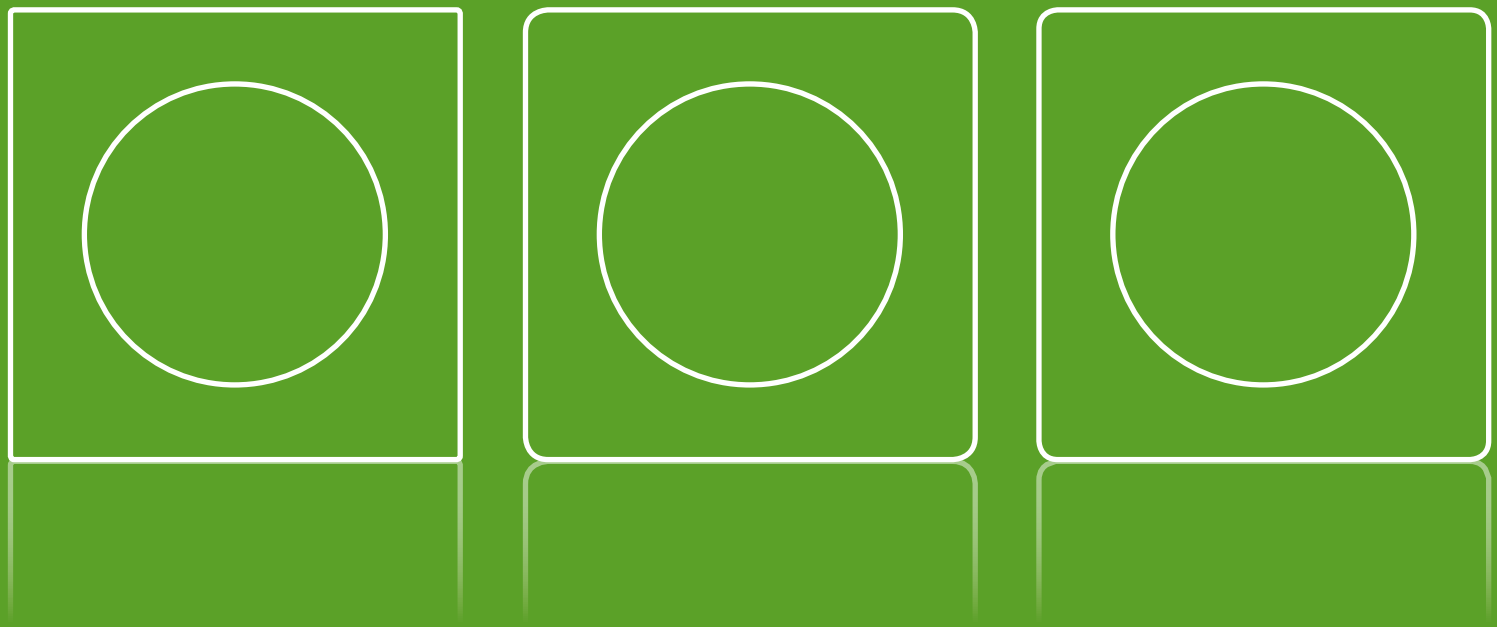


One zone control push-button

Universal dimmer

Scene dimmer

Odace range



Electrical fittings just got more stylish—and practical.
Your customers no longer have to choose between convenience and efficiency or compromise on appearance to get the most innovative features. With Odace they can have it all.

A bold new look.

Styl

Style was never this easy

Touch

Designed with feeling

You

Designed by you

Times change. People's needs and habits evolve. To keep up with the latest home decorating trends, Odace by Schneider Electric uses modern designs to meet a broad range of tastes and preferences.

The Odace range is a true chameleon, adapting to the lifestyles, home interiors, and personalities of today's consumers.

But beauty is more than skin deep: with Odace, our R&D team has developed an efficient, ergonomic product range—with subtle improvements that will make installation faster and easier. Discover what Odace can do for you...and your customers!

Odace Styl

Style was never this easy

Circle or square? Timeless or modern? Styl by Odace makes it easy to have it all. The simple, sophisticated design adds an elegant final touch designed to blend seamlessly into any home interior.

White

Stone

Sand

Aluminium

Titanium

Competing product lines

FR. **Espace** Standard: designs limited to 1 shape & 5 colors.
Essencya: designs limited to 1 shape & 1 color.

ES. **Simon27** White. Standard. In Thermo-stable.
Zenit (ABB) Standard. Basic and dedicated cover frame available in white only.
Room (BJC-Siemens). Standard.

BE. **Niko Original.**

PT. **Suno** (Legrand).

Customer profile

Seeking simplicity and universally accepted products on the standard to low-end residential mass market segment

Product identity

The hallmark product for this segment, embodying universal simplicity

Message

Universal, works-anywhere design in line with future trends

Solution

Simple shapes, a limited color palette (1 white + 2 colors), and exclusive accessories to make everyday tasks easier)

Odace Styl
Accessories

The Odace range also includes several exclusive accessories to help with everyday tasks like recharging a mobile phone or keeping a shopping list close at hand.
Put simply, Odace Styl makes life easier!

Photo/shopping list holder

Key holder

Mobile phone recharging stand

Socket outlet cover

Odace Touch

Designed with feeling

Odace Touch comes in a selection of natural wood and textured metal finishes for an elegant, soothing sensory experience. The subtle juxtaposition of different surface treatments and materials creates a bold new look designed to be touched.

Stone sea

Stone galaxy black

White

Translucide white

Translucide ice green

Wood: Nordic

Wood: natural

Metal: brushed aluminium

Metal: brushed bronze

Metal: hammered aluminium

Competitors offers

FR. **Celiane** White and Neutral colors.

ES. **Simon31** Medium standard offer.
Tacto (ABB) Colors in rockers and colors and materials in cover frames with own identity and minimalist design. Highlight. Medium. Cristal finish same proposition.

BE. **Niko intense.**

PT. **Valena** (Legrand).

Odace Touch
Aluminium finishes

There's nothing like metal to add a touch of contemporary sophistication to any interior. Offer your customers a range of exciting new materials at attractive prices.

Customer profile
Seeking noble materials at an affordable price on the low- to mid-range residential market segment; sensitive to today's economy

Product identity
Ethical, responsible, sustainable use of noble materials

Message
Noble materials at an affordable price; good value for money

Solution
A selection of the most popular features and noble materials at an affordable price, thanks to our innovative technology

Translucide ice green

Metal: brushed aluminium

Silver aluminium

Wood: wenge

Stone ardoise

Odace You

Designed by you

Customers are unique, so why shouldn't their interior décor be?
With Odace You, they get much more than a simple light switch or outlet...
they get a decorative accessory that reflects their interior – and lifestyle.

You solid

Green water

Black

You solid aluminium

Green water

Black

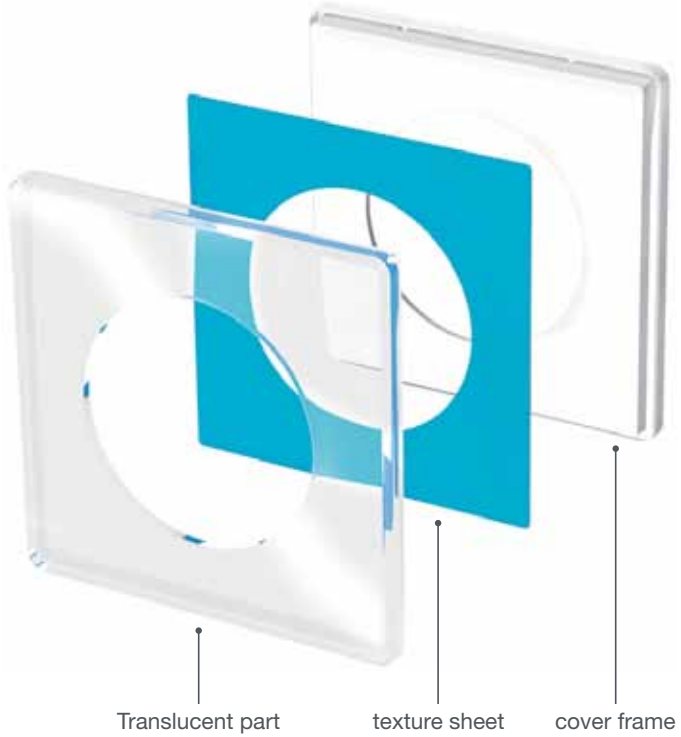
Competing product lines

FR. **Espace** Standard: designs limited to 1 shape & 5 colors.
ES. **Simon27** Neos and Play. Colors in rockers and cover frame, graphics only in cover frame.
Zenit (ABB). Colors in rockers with own identity and minimalism design.
Light (Bticino). Medium, cristal finish same proposition.
BE. **Niko Original.**
PT. **Valena** (Legrand).

You Evolutive

White support

Aluminium support



With its elegant transparent finish,
You Evolutive can be installed anywhere with or without texture sheet and is fully customizable at any time.

Customer profile

Seeking a customizable product to perfectly match with his interior on the standard-high residential mass market segment

Product identity

A simple, clever and original solution to customize easily each ambient of the house

Message

An up-to-day, elegant and inexpensive way to add a personal touch to the decoration of its interior

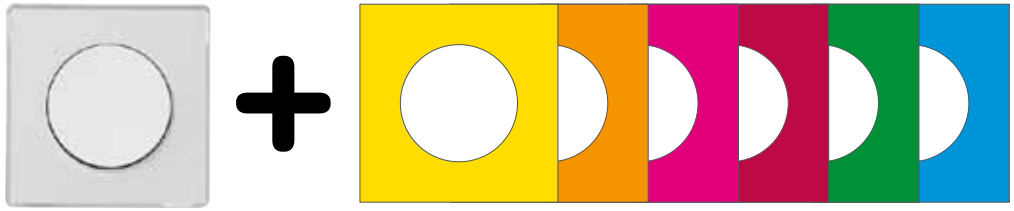
Solution

A new offer of customizable wiring devices with full range of colored front cover, graphic patterns and motifs from trendiest designers or with the original creation, the photo or the wallpaper of the customer

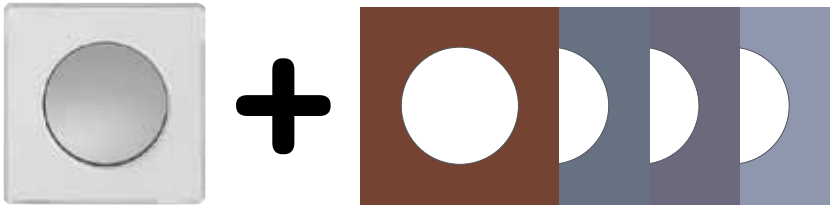
Odace You Evolutive

To add a personal touch to its décor

Play with colour



White support

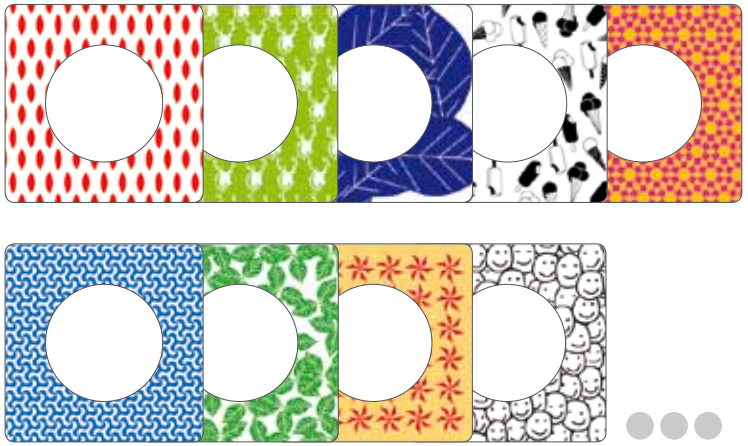


Aluminium support

Simply choose a decorative front cover from our two colour palettes – contemporary and chic – for instant harmony with the customer's home décor.
Available on order from the distributor.

MIX & MATCH

Add interest with graphics



The customers can choose from among hundreds of graphic patterns and motifs from some of today's trendiest designers.
The hardest part will be deciding which one to choose!

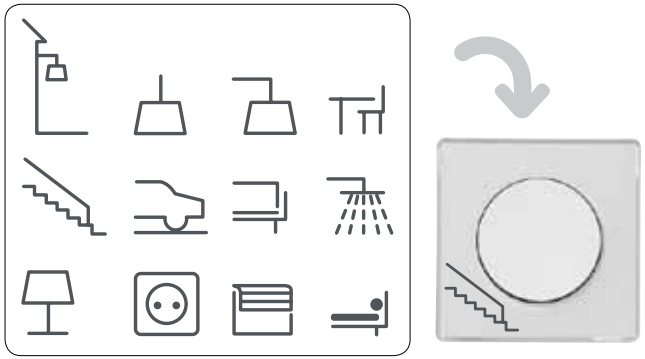
MIX & MATCH

Or go totally custom

The customers are free to customize their switches and outlets with their own wallpaper, photos, and original creations.

MIX & MATCH

Did you say practical?



The Odace range includes icons to help the end users quickly and easily identify the function of each light switch – kitchen, dining room, stairway...it's all there!
Available on order from the distributor.

MIX & MATCH

A simple and easy tool to help the customers choose an Odace finish and personalize their home décor in a click!

Log on to http://mixandmatch.schneider-electric.com

Benefits

Product distribution

Only two part numbers for the entire system (one for the insert and one for the cover frame).

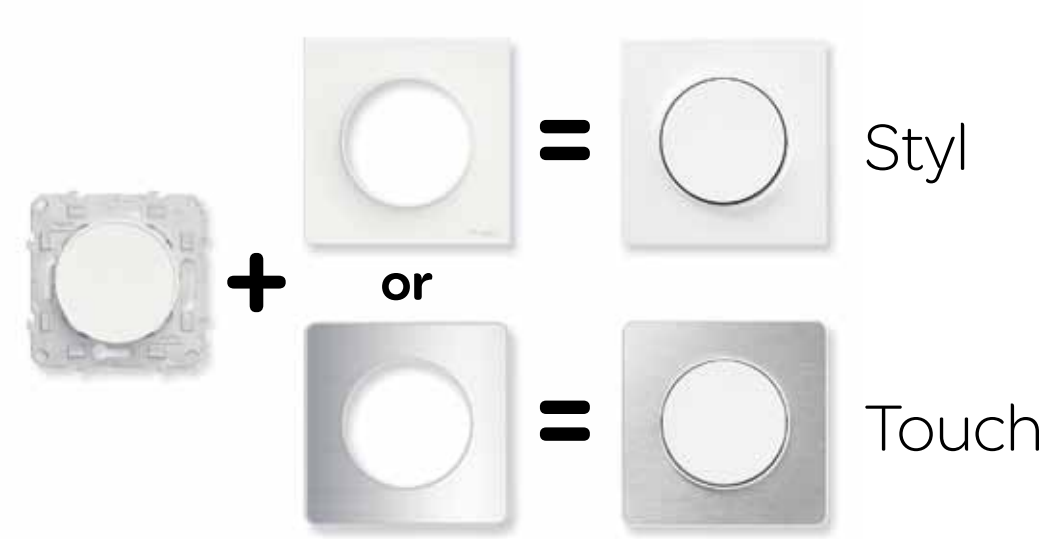
Benefits

Channel

> Lower OpEx (Operating Expenditures)
> Leaner supply chain, improved OTDS (On-Time Delivery Service)
> Faster product ordering
> Easy-to-understand product line

Installer

> Faster product ordering and installation



Center plates are fully clipped onto mounting frames.

Benefits

Installer

> Center plates are pre-clipped (for socket outlet screw version) to reduce the amount of work needed
> Center plate can be easily dismantled for the screw terminal version and claw mounting

Product features

80 different features available through a line of accessories you can add on to the basic inserts for a complete product range that meets the needs of any standard, mid-sized residential electrical installation.

Benefits

Installer

> Less commercial references for the same solution.
The standard switches and pushbuttons can be used with LED lamps (an accessory) location indicators without the need for a special rocker

> Greater flexibility with installation, since the indicator light can be added later on

Fast connection terminals for switches, pushbuttons, outlets, RJ45 connectors, and more.

Benefits

Installer

> Faster installation, since inserts with fast-connection terminals cut installation time by 80% vs. screw terminals

> Terminal connections do not need to be checked after installation (most installers check screw tightness to prevent any possible overheating due to a faulty electrical contact)

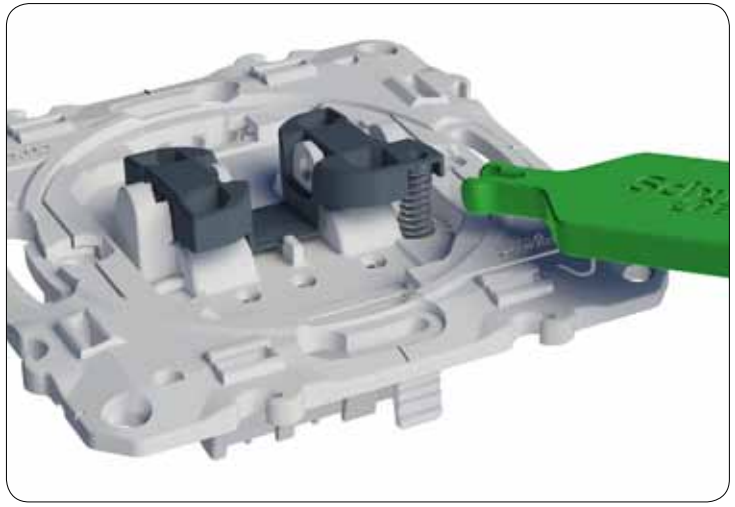
Accessories

Spring mechanism for converting switches to pushbuttons.

Benefits

Installer

> Greater flexibility, since a switch can be converted to a pushbutton by simply dismantling the rocker and adding a spring underneath



Ergonomic design

Inserts have a family appearance in front and back due to their shapes, terminal holes, release buttons, round shapes to match round rockers, center plates, etc.

Benefits

Installer

> Family appearance in-between features ensures consistency and reliability across the product range
> User-friendly design (bevels, rounded shapes, etc.) to facilitate installation and prevent injury to installers' hands
> Same installation process for all patterns
> Same image for the front and back for all patterns

Rockers, inserts, and icons.

Benefits

End user

> Intuitive feature descriptions consistent with corporate graphics guidelines

Performance

2.5–3.0 mm thick support frames made of PBT R30 (a thermoplastic reinforced with 30% fiberglass).

Benefits

Installer

> Greater robustness since there is no support frame deformation when:

• Flush mounting boxes are not properly embedded in the wall (too deep in the wall)

• The six 2.5 mm^2 wires behind the socket outlet base become bent and push out into the socket outlet

• This greater robustness is due to the fiberglass additive

> More accurate installation, since installers can use a level to ensure a perfectly horizontal insert

Support frames with long horizontal oblong holes (+/- 10°), screw heads that are the right diameter, and holes for nail or plug mounting onto wall.

Benefits

Installer

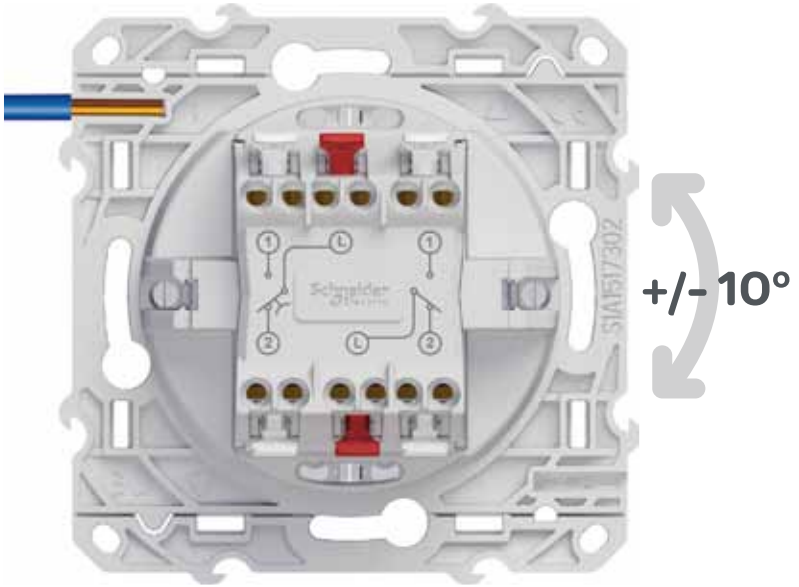
> The fixing frame is designed to compensate for switch boxes that are not totally level, even for installations including multiple single boxes and double or triple boxes

> Together, Odace and Multifix form the only solution available in France that enables a perfectly level installation when the switchbox is not level without drilling additional holes

> A "template" to check the wire length

> The diameter of the oblong holes is large enough to be compatible with all flush mounting box screw heads, with no friction between the screws and oblong holes

> Practical when the mounting frame cannot be attached with either screws or claws



Plastic mounting frames with ergonomic shapes and the same color and finishing as the insert housing.

Benefits

Installer

> Greater safety due to the use of insulating material in the electrical devices

> Inserts are seamlessly integrated into support frames, with colors and other details that give the best overall appearance

> User-friendly design (bevels, rounded shapes, etc.) to facilitate installation and prevent injury to installers' hands

> Parts that will come into contact with installers' fingers have rounded edges

Accurate anchoring system for support frames, for side-by-side installation with 71 mm horizontal and 71–57 mm vertical center-to-center spacing.

Benefits

Installer

> Easy to install by sliding one support down over the other for a multi-gang configuration, ensuring the desired center-to-center spacing of 71 mm horizontal and 71–57 mm vertical

> Old versions of flush mounting boxes need a 57 mm vertical spacing (fold with hands to break the wings), making it useful for retrofitting applications in France and Belgium

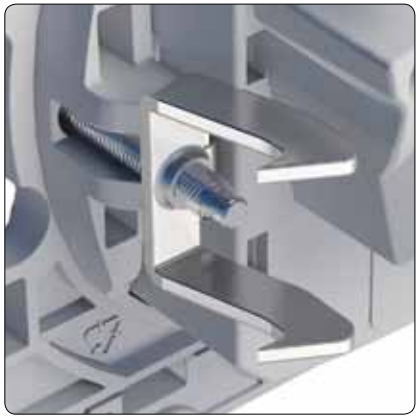
Performance

Claw accessory for a high pull-out resistance for socket outlets, telephones, TV outlets and RJ45 jacks, compatible with all inserts except the control insert (where it is included with the product but not mounted). Claws are mounted for products sold in Belgium.

Benefits

Installer

> Only one claw type for switches, socket outlets, and VDI units with the strongest pull-out resistance (> 25 kg at 10 Nm torque)—the best-in-class. Claw accessory contains only two parts: the screw and the claw
> Control inserts have a special non-mounted claw that is included with the product. This claw accessory has three parts: the screw, the nut, and the claw
> This accessory should be ordered when the installation box does not include screws



Outer plates with a telescopic system and multiple snaps for a solid attachment to the mounting frame.

Benefits

Installer

> Best-in-class attachment system for cover frames using multiple anchor pins
> Grooves on the left, right, and bottom so that only a tool is needed for dismantling

Outer plates with a telescopic system that compensates for imperfections in walls and flush mounting boxes through snap regulation (-1 mm and +2 mm).

Benefits

Installer

> Best-in-class system for adjusting cover frames with multiple snaps

> -1 mm to absorb the boxes' outer ring on hollow walls (what makes the insert support frame fly)

> +2 mm to compensate for flush masonry mounting boxes embedded up to 2 mm inside the wall (e.g., for tiles)

Robust cover frames with 1.7 mm thickness.

Benefits

Installer

> Robust design and quality appearance

> Installers can "feel" the quality of the materials by twisting the plates

Standards compliance

Benefits

Installer

> Odace products comply with: IEC 60884 (switches and controls), IEC 60669 (socket outlet), IEC 11801 EN50173, and EIA/TIA 568B (RJ45)

> NF, N, and CEBEC certified by an independent third party, thereby ensuring quality and reliability and earning customers' trust

> Schneider Electric's safety values are fully embedded in the Odace promise

Protection Index consistent with IEC and EN product standards and local regulations.

Benefits

Installer and end user

> Safety is the cornerstone of the Odace range, as one of Schneider Electric's values

> The Protection Index (IEC 60529) illustrates Odace product safety:

• IP21-D (for more details see technical data in schneider-electric.com

> The Mechanical Protection Index (IEC XXXXX)

• IK04 switches, socket outlets, TV, RJ45

• IK02 stand alone electronics

Ergonomic

Release buttons, switches, and socket outlets that are large, round, and easy-to-use. Roller-blind switches have three positions (versions with two or three rockers available).

Benefits

Installer

> Easier wiring thanks to flexible wires for each connection and terminal
> Easy to remove the wire just by pressure on pushbutton
> Saves time and results in higher productivity
> Roller-blind switches are more ergonomic and intuitive than the standard version

Switches

10A. Screwless terminals for 1.5 mm² and 2.5 mm² solid, stranded, and flexible wires. Silicon-proof version available. Holes for inactive terminals are closed.

Benefits

Installer

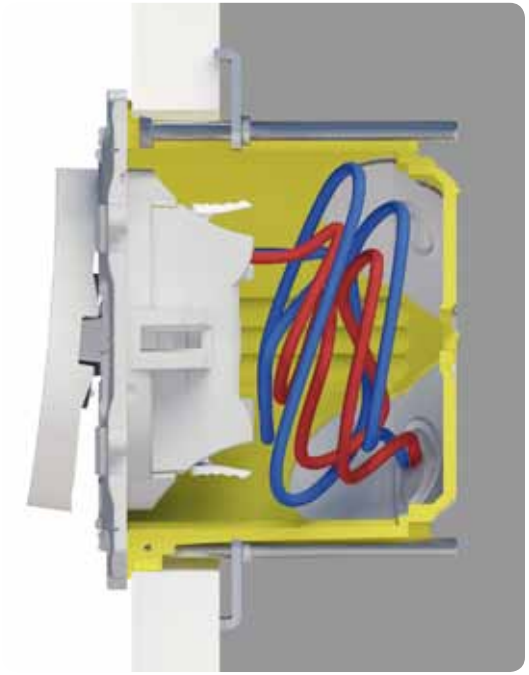
> Quick, safe connections that are compatible with different diameter wires
> The silicon-proof version is compatible with silicon grease wires for easier mounting in conduits
> No crackling problems thanks to chamfer insulated contacts
> Intuitive wiring with easily-identified poles and terminals
> Avoids confusion and errors during wiring
> Release buttons can be reached from outside (no need to dismantle the rocker to undo wiring)

16A. Short depth (18.5 mm)

Benefits

Installer

> Easier wiring since there is more space available
> Useful for adding electronic modules at a later date (e.g., Yokis)
> 16A version for specific applications (bi-pole)

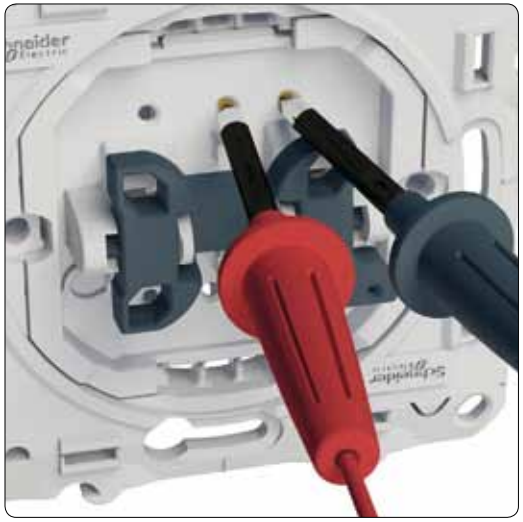


Test points (2 mm diameter) can be accessed from the front in order to check the connection without dismantling the inserts (by dismantling the rocker).

Benefits

Installer

> No need to dismantle the insert to check the wiring
> Installation can be checked more quickly



LED lamp accessories for switch and push-button location indication

Benefits

Installer

> Backlighting effect and fewer part numbers
> No need for additional commercial references for switches and pushbuttons with visor mounted light (except for best-sellers)
> Greater flexibility for upgrading to an indicator switch or pushbutton with no negative impact on appearance
> Better positioning with the backlight visible up to five meters away (under indoor lighting)
> Plug & play accessory
> No extra wiring needed to install an additional LED locator lamp, can be plugged directly into the insert
> A wired solution that offers greater flexibility

> LED lamps offer a range of backlighting options
• Orange LED, 1.5 mA, 250 V wire for RL lamps. Ind (load control)/Loc. (indoor orientation). Provides backlight with standard rockers in daylight.
• Blue LED, 0.15 mA, 250 V wire for RL and CFL lamps. Ind (load control)/Loc. (indoor orientation). Provides backlight with standard rockers in full darkness.
• Blue LED, 0.15 mA, 250 V plug & play accessory for repositioning the push-button with LED (S520276/96).

• Blue LED, 5 mA, 12-48 V dc plug & play for switch and push-button door-entry control of the system and alarms. Provides backlight with normal rockers in daylight.

> LED lamps with visor rockers for upgrading standard switches and push-buttons with CFL loads
• Rocker for LED S520291
• Two half-rockers for LED S520291
For RL and CFL lamps. Ind. (load control) / Loc. (indoor orientation). Works only with S520291 and allows for good visibility. Rocker with visor is a must with daylight.

10A. Impulse spring claw kit allows for easy assembly and removal of the rocker when flush boxes do not include mounting screws.

Benefits

Installer

> Faster installation (lamps, pushbutton springs, claws, etc.)

> Spring accessory allows for the conversion of a switch to a pushbutton

• Easier, faster, and more intuitive positioning in the rocker support vs. the current Alvaïs product

> Claw kit must be purchased separately

• Claw kit offers high pull-out force (> 25 kg at 10 Nm torque)

• Comes already mounted in Belgium (to meet local user expectations)

Minimal groove between the rocker and cover frame for suitable rocker operation.

Benefits

Installer

> Seamless integration of the rocker and center plate with the cover frame

> Groove of 0.4 mm vs. 10 mm for the competition

> No risk of mechanical interference between the rocker and the cover frame, even if the flush mounting box is not properly mounted (does not have 71 mm spacing)

End-user

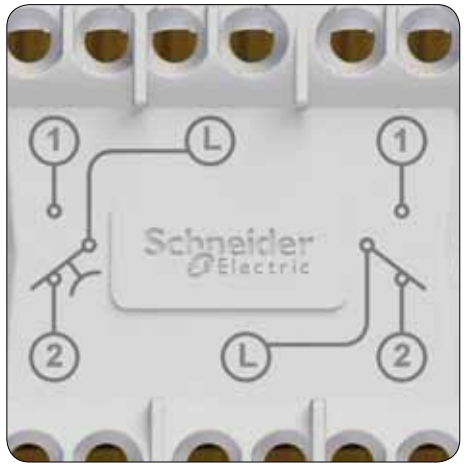
> Better finishing while the mecanism offers a reliability for long time

Patterns without external wiring

Benefits

Installer

> Safer wiring thanks to an electrical wiring scheme
> Lower risk of incorrect wiring
> No patterns with external wiring that can cause misunderstandings for installers



Socket outlets

Screwless terminals for 1.5 mm², 2.5 mm², and 4 mm² solid, stranded, and flexible wires. Terminals on top with a screwless, flat center plate.

Benefits

Installer

> Quick, safe connections that are compatible with different diameter wires
> Cuts installation time by 80% vs. the screw version
> A must-have feature to be competitive
> Easier to connect and insert wires into the box
> More cable space available under the terminal

Screwless terminals with colored release buttons

Benefits

Installer

> France Earthing Pin version (059) - Screwless socket outlet release buttons and poles are clearly differentiated
• Earthing connection in green
• N-Neutral in white (left-side, front-facing)
• L-Phase by white (right-side, front-facing)
• No mould marking
> Belgium Earthing Pin version (A59)
• Ground connection in green
• N-Neutral in white (right-side, front-facing)
• L-Phase by white (left-side, front-facing)
• Laser marking

Screwless center plate

Benefits

Installer

> Socket outlets require less work since the center plate does not need to be screwed in (attached by strong clips)

> Center plate is pre-clipped for screw socket outlets and claw socket outlets

> Screw socket outlets are ergonomic and can easily be pulled out of the center plate for the first installation

> Pleasing design (less is more), can be installed in visible locations without looking unsightly

Screw terminals for refurbishment projects

Benefits

Installer

> Special socket outlets for refurbishment work with 30 mm deep flush boxes

> Terminals screws are pre-loosened, thereby removing a step in the installation

> Center plate comes pre-clipped

> Wires enter into the terminals vertically, with more flexible wires behind the socket outlet

> Terminals are aligned so that wires can be cut simultaneously

> Terminals are separated by high walls to prevent the risk of short-circuits with flexible wires

4 terminals per pole for faster, more cost-effective socket outlet extension for refurbishment projects by using socket outlet terminals as a “wago” connection; no need to install an additional line for a new socket outlet

Child protection

Benefits

Installer and end user

> Safe products

> Socket outlets are fitted with shutters to prevent children inserting foreign objects in them; shuttering units are covered with plastic to avoid any damage (electrical accidents)

2x Socket outlet screw terminals for added efficiency and refurbishment projects.

Benefits

Installer

> Socket outlet designed specifically for refurbishment installations with 30 mm deep flush mount boxes

> Unbeatable value proposition for a screw terminal socket outlet

> Maximum efficiency; faster installation; installation of two-socket outlet just with 1 connection and 1 flush mount box

Special applications marking

Benefits

Installer

> Socket outlet can be identified by consumer through the right marking

RJ45 connector

Cat 5 and 6, unshielded and shielded

Benefits

Installer

> Connector delivered pre-clipped

> Easier to wire in hand (see next slides) rather than wiring once mounted on frame, especially for the double version

> Unlike modular offers, Odace RJ45 connectors are easier to wire in hand:

1. connector is in one piece
2. tool less wiring

> All-in-one connector, one piece

> Reduce risk of losing spare parts

> Reduce handling time

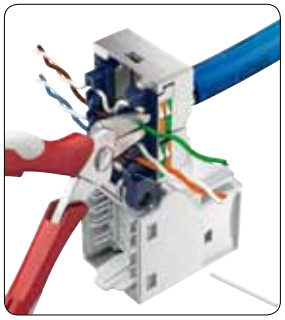
> Faster and easier mounting

> Automatic 360° grounding system

By putting the shielded cables inside the connector, the 360° grounding system is connected

> New U-shaped cable entry system

Cable slides easily into the organizer and simply locks in; no need to thread cable through small hole



TV, R, SAT sockets

Center plates insert to respect local habits

Benefits

Installer

> Reliability in the most extended solution

> Universal center plates familiar to installers and relies only on specialists TV inserts integration

> 1xTV, 1xSAT sockets feature robust design based on existing market solutions (reusing ELDA inserts); wires are connected and screwed into the front and center plate comes pre-clipped

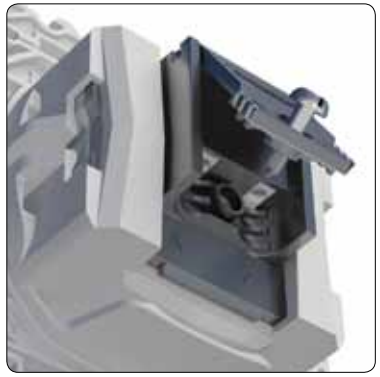
> Screw terminals for a reliable and robust connection for high-frequency band

2x, 3x FM, TV, SAT sockets features new insert for better connectivity and ergonomics.

Benefits

Installer

> Installer-friendly
> Same installation process for 2x, 3x output TV socket range
> Wires are connected and screwed into the rear side without need to dismantle center plate
> Coherent appearance for all inserts; key selling point for Schneider Electric TV solutions
> Screw terminals for a reliable and robust connection for high-frequency band



Odace PlusLink

A new control wired system for an efficient and easy lighting and blind management.

Benefits

Installer

> Added value solution to increase its business and customers satisfaction
> Simple centralized & distributed home control system just with one added 1.5 mm^2 wire
> Multi-room and single-room
> Personalized lighting and blind scenarios
> Simplicity versus the complexity of bus systems : no special tools for programming, no training.
> No electrician is excluded to install this offer
> Reuse of existing wiring to add functionalities that offer more comfort
> Maximum adaptability on renewal of installation buildings
> Suitable for small residential & SOHO premises

End-user

> Savings in electricity invoice
> Improve home lifestyle quality

Packaging

Efficient packaging for better use of shelf space.

Benefits

Channel and installer

> Optimal dimensions

• 37 cm vs 40/50 cm deep for standard shelves to optimize use of shelf space

> Content warranty system

• Assures customer that box has not been tampered with and the contents are in factory condition

> Easy access to each insert and good visibility for inventory purposes

• Inserts presentation & order inside the box;

• securely packaged to prevent movement inside the box;

• each insert is delivered with user manual and claws (upon request)

> Large, visible labels

• Compliant with SE guidelines PRO chart

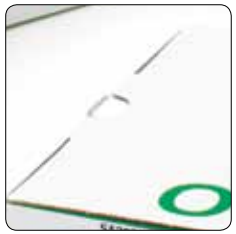
• Easy reading in warehouses with low lighting

> Ergonomics

• Locking system for easy operation; once warranty sticker is torn, box can be opened with just one hand

> Robustness

• Designed to withstand weight without any deformation; long flap reaches the bottom part of the box



Packaging designed for job sites

60 uts. switches and 40 uts. socket outlets with protection cover, 100 uts. Styl cover frames w/o flow-pack.

Benefits

Installer

> Saves time on job site; no need to open and clean individual packages

> Reduces waste for compliance with environmental regulations (“polluter pays”) by eliminating individual plastic bags and blister packs

User manuals printed on outer packaging.

Benefits

Installer

> Reduces waste on job sites with user manuals for for switch, pushbutton, socket outlet, RJ 45, only printed inside outer box; complex inserts are delivered with one paper user manual per insert

fr Ce produit doit être installé, connecté et utilisé
conformément aux normes applicables et/ou règles
d'installation.
Odace

Packaging

Individual packaging.
Each insert is delivered with a rocker/center plate protector.

Benefits

Channel

> Protection against dust on shelves when outer boxes are open

Installer

> Transparent: you see the insert through it
> Flexible: you can use the insert
> Green: In compliance with environmental regulations
> Easy: to mount and dismount = reuse
> Efficient: right and left oblongs are free to not dsturb the installation
> Robust: protect from scratches during installtion and painting work

Quality

Reliable, convenient product with low failure rate. Every Odace devices are individually factory tested.

Benefits

Channel, installer and end user

> Customer satisfaction

Schneider Electric

> Non quality cost savings
> Customer loyalty

Green

Odace is compliant with Green premium level requirements

Benefits

Channel, installer and end user

> Schneider Electric is addressing the market as an environmentally-responsible company. The aim is to transform environmental market concerns into a competitive advantage and substantiate our best-in-class offer strategy.

> Green premium compliance is part of our Planet & Society barometer and ONE Program 2009–2011

> Odace is Green premium compliant:

1. PEnvP for >66% offer
2. RoHS & Reach compliant

Key messages against competitors

Odace > Alvaïs

France

To secure a fast & less costly phase -in (Odace)/-out (Alvaïs)

EE Minisystem
+ Light and shutter management system for energy efficiency (7 functions)

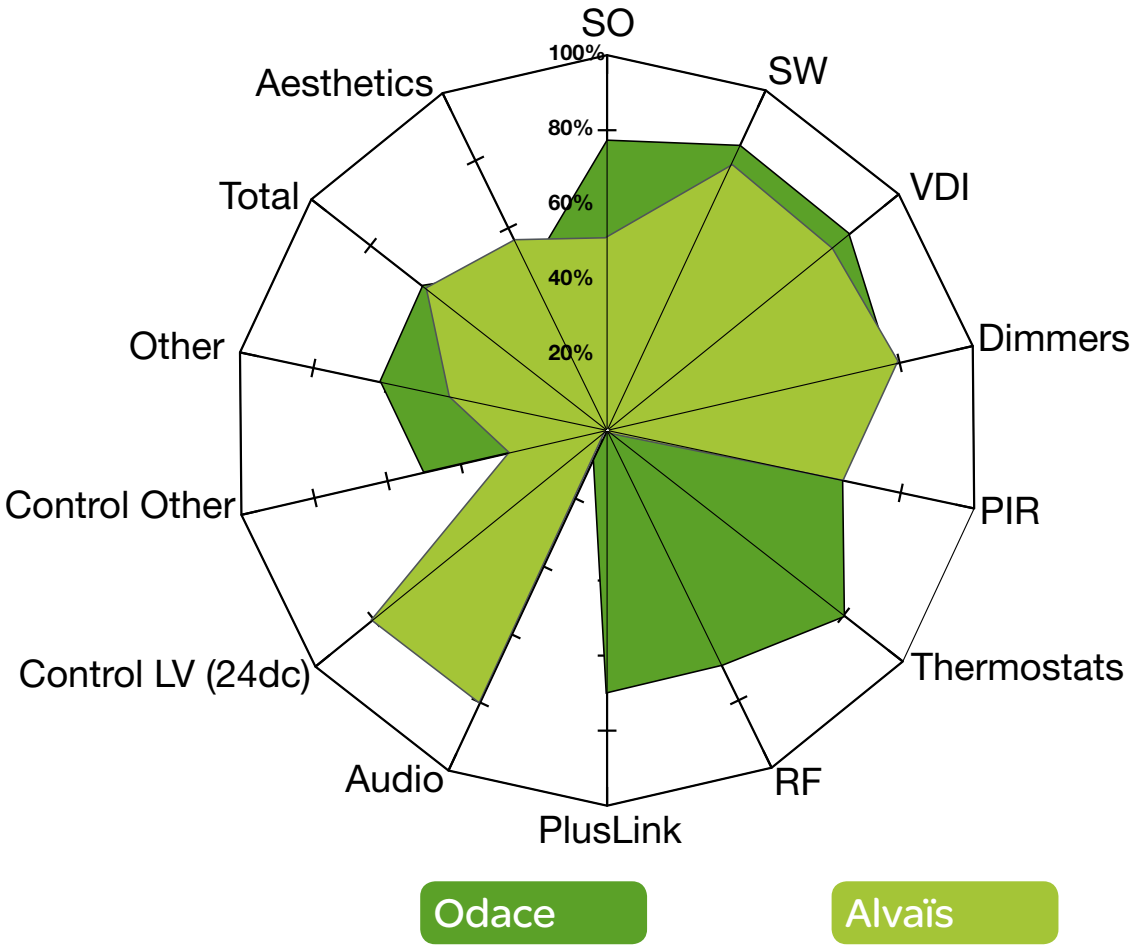
Audio
- Full system

Control 24Vdc
- pushbutton + PIR

Control Other
+ Electronic programmable doorbell 230VAC

Other
+ Buzzer

Aesthetics
+ 3 different aesthetics with its own identity and value proposition
+ 4G cover frames in each aesthetics



Socket
+ 1 x socket outlet screwless 4T/pole release buttons improved
+ 2 x socket outlet Semiflush Styl

Switch
+ 2way switch w/LED + 2 way switch w/o LED 10A

VDI
+ USB socket 5Vdc

Dimmer
+ Rotary two way dimmer switch 9-100W

Thermostat
+ Room heat / cool 8A
+ Floor heat w/sensor 10A
+ Touch display FP 10A

SW = switch
SO = socket outlet
SL = screwless
RF = Radio Frequency

Qualitative benchmark
Key Odace improvements vs Alvaïs

Competitors offers

Socket outlet

1 x socket outlet screwless
> Good wiring (solid & flexible).
> Best unwiring (release-buttons performance).
> Excellent Field test feed-back, specially for new installations.
- **Alvaïs** socket outlet screwless is easy to wired but very difficult to unwire in case of mistake. Not compliant risk with next IEC standard draft (earth Roller blinds can be actioned from back side wires pression).

> Odace gives continuity to Alvaïs socket outlet screwless (4 terminals x pole) as a Key success factor with an improved version IEC standard compliant specially oriented for refurbishment segment and 30 mm depth flush boxes.

Switch & pushbutton

> Release buttons accessible from outside.
> No need to dismount rocker to unwire.
- **Alvaïs** does not allow it (electrician has to dismount the rocker).

> Loc. / Ind. function by upgrading the standard insert (less commercial references, simple catalogue) with accessory LED lamp.
- **Alvaïs** switch needs dedicated commercial reference for Loc. / Ind. (more commercial references for same function).

> Special LED lamp for CFL lamps are available.
- **Alvaïs** lamp 0,5mA is less energy efficient.

> More ergonomic spring with the aid of a tool.
- **Alvaïs** spring is more difficult to assemble properly.

> No need to dismount the insert for wiring verification.
- **Alvaïs** does not allow it (electrician has to dismount the switch).

VDI

> New 2x, 3x output FM-TV-SAT insert with better connectivity, ergonomics and reliable.
> No need to dismount the center plate for wiring (differentiation vs. specialists).

Control

> New PIR (presence & movement) 120° angle coverage platform.
> PlusLink: we provide the most adapted domotics system for standard segment.

Support frame

> Oblong holes up / down for vertical regulation specially for hollow wall flush boxes.
- **Alvaïs** does not have it.

> Left / right oblong holes are shorter but long enough (field tests validation) for angle regulation when flush boxes are not properly aligned on the wall.
> Easy / smooth assembly. Just slide down one support over the other in multi-gang configuration.
- **Alvaïs** assembly system is too precise which is time consuming.

> Cover protector to avoid plastic bag individual packaging reducing environmental impact in the job.
- **Alvaïs** individual packaging (plastic bag) makes a lot of waste.

Aesthetics

> Ratchet type anchorage system. More robust snaps for higher holding strength to dismounting after several operations.
> Telescopic regulation -1/+2 mm.
- **Alvaïs** snaping system is not ratchet type then does not have evident regulation for electrician.

> Minimum gap cover frame vs center plate / rocker (0,4 mm). No letter box effect. Accurate finishing.
- **Alvaïs** has a 0,6 mm gap.

> A new styl for standard range with 3 strong aesthetics focusing on 3 different ways of decorating rooms.
- **Alvaïs:** the 3 different aesthetics does not offer all finishings in each.

Odace > Essencya

France

Limit Essencya introduction in standard residential market

Dimmer
+ Rotary two way dimmer switch 9-100W CFL
+ Rotary Two way switch dimmer 40-600VA

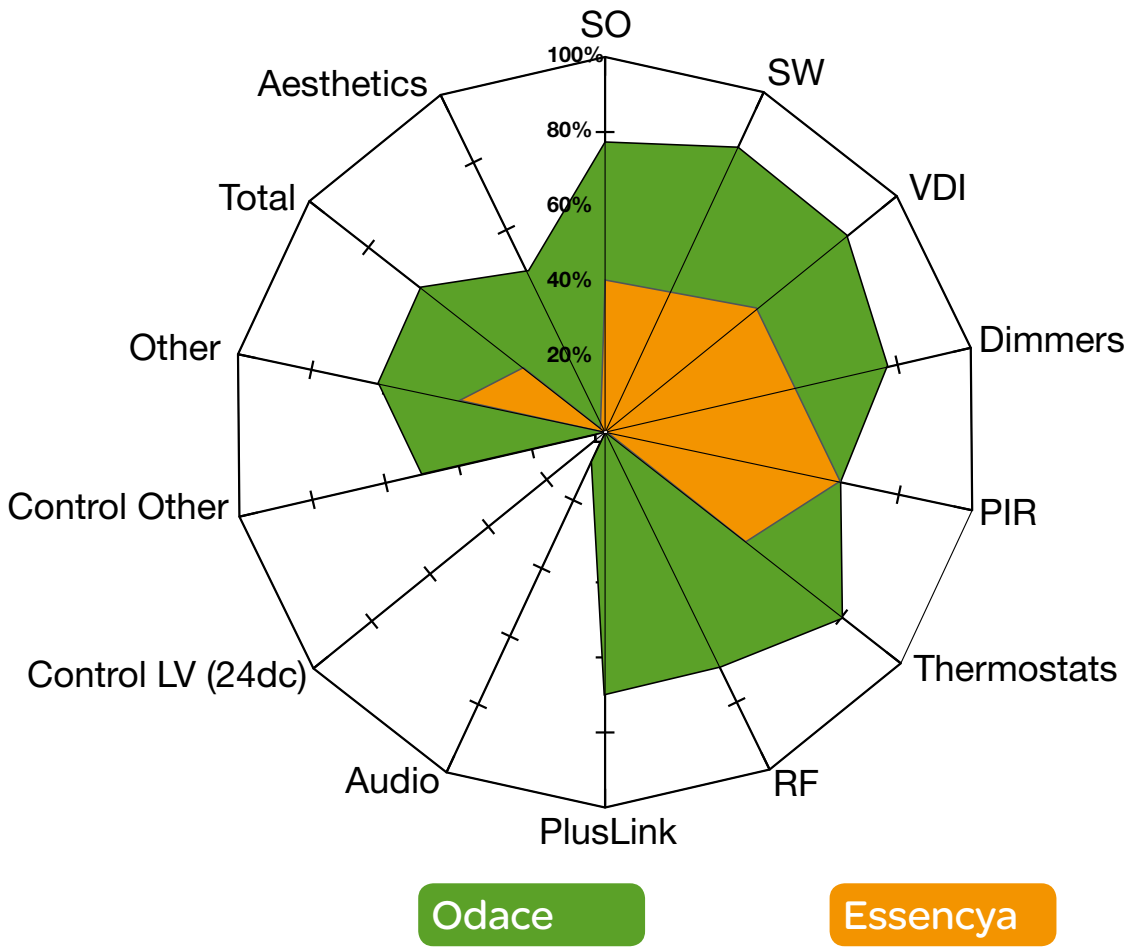
Thermostat
+ Floor heat w/sensor 10A
+ Touch display FP 10A

RF
+ Light and shutter management system for energy efficiency (15 functions)

Control Other
+ Electronic programmable doorbell 230VAC
+ Time delay switch 8A / 1840W (2-12s) 2m

Aesthetics
+ 3 different aesthetics with its own identity and value proposition
+ 4G cover frames in each aesthetics

Socket
+ 1 x socket outlet screwless 4T/pole release buttons improved
+ socket outlet FR 2P+pinE shuttered 16A screw
+ socket outlet DE 2P+sideE shuttered screwless 16A
+ 2 x socket outlet semiflush



Switch
+ Two way switch fan ctrl VMC stop 3 posit 10A
+ Blinds switch 2 rock 12 VDC Motor 10A
+ Two way + pushbutton NO/NC lightable 10A
+ 2way switch w/LED + 2 way switch w/o LED 10A
+ Two way switch w/LED 10A
+ Blinds pushbutton NO (1-2) Stop (1+2) 10A Somfy
+ Key card switch lightable w/location LED 10A
+ Rocker w/labelholder & Symbols

VDI
+ SAT Socket
+ TV / R terminal
+ TV / R passage
+ R-TV / SAT individual
+ R-TV / SAT terminal
+ R-TV / SAT passage
+ 2RJ45 Infra+ Cat6 Shielded
+ Multi services (TV, Internet) 2x socket
+ USB socket 5Vdc

Dimmer
+ Monoroom system

Other
+ Buzzer

Qualitative benchmark

France

Key Odace improvements vs Essencya

Competitors offers

Socket outlet

1 x socket outlet screwless.
> Good wiring (solid & flexible).
> Best unwiring (release-buttons performance).
> Excellent Field test feed-back, specially for new installations.
- **Essencya** socket outlet screwless with bottom side wires entrance which requests additional wire foldings (time and depth consuming)

> Odace gives continuity to Alavaïs socket outlet screwless (4 terminals x pole) as a Key success factor with an improved version IEC standard compliant specially oriented for refurbishment segment and 30 mm depth flush boxes.

Switch & pushbutton

> Short depth (18.5 mm deep) specially when electronic modules (Yokis type) are used but also for general wiring and wires accommodation in flush box.
> Loc. / Ind. function by upgrading the standard insert (less commercial references, simple catalogue) with accessory LED lamp.
- **Essencya** requests dedicated commercial reference for Loc. / Ind. (more commercial references for same function).

> Special LED lamp for CFL lamps are available.
- **Essencya** does not have.

> Silicon-proof version at reasonable cost specially for OEM customers.
- **Essencya** does not have.

> Spring accessory allows to transform a switch into a pushbutton gives more flexibility on the job.
- **Essencya** does not have it.

> No need to dismount the insert for wiring verification.
- **Essencya** does not allow it (electrician has to dismount the switch).

VDI

> New 2x, 3x output FM-TV-SAT insert with better connectivity and ergonomics. No need to dismount the center plate to wire (differentiation vs. specialists). Premium price argument.
> New RJ45 easy, fast and tool-less wiring.
- **Essencya** offers more complex wiring system.

Control

> New PIR (presence & movement) 120° angle coverage platform.
- **Essencya** is not NF approved.

> PlusLink: we provide the most adapted domotics system for standard segment.

Support frame

> Left / right oblong holes are shorter but long enough (field tests validation) for angle regulation when flush boxes are not properly aligned on the wall.
> More robust specially in oblong holes: 7,5 Nm.
- **Essencya** only reaches 7,0 Nm.

> Easy / smooth assembly. Just slide down one support over the other in multi-gang configuration.
- **Essencya** has difficult assembly.

Aesthetics

> Ratchet type anchorage system. Holding strength & telescopic regulation -1/+2 mm.
> Minimum cover frame vs rocker gap (0,4mm). No letter box effect. Accurate finishing.
> A new styl for standard range with 3 strong aesthetics focusing on 3 different ways of decorating rooms.
- **Essencya** has just 1 aesthetics and in white color.

Odace > Espace

France

To capture share in all markets* and channels

RF
+ Combined module RF relay 10A 2300W 3wire
- Metal remote control
- RF transmitter for Somfy-brand roller blinds controllers
- Wind/sun safety controller

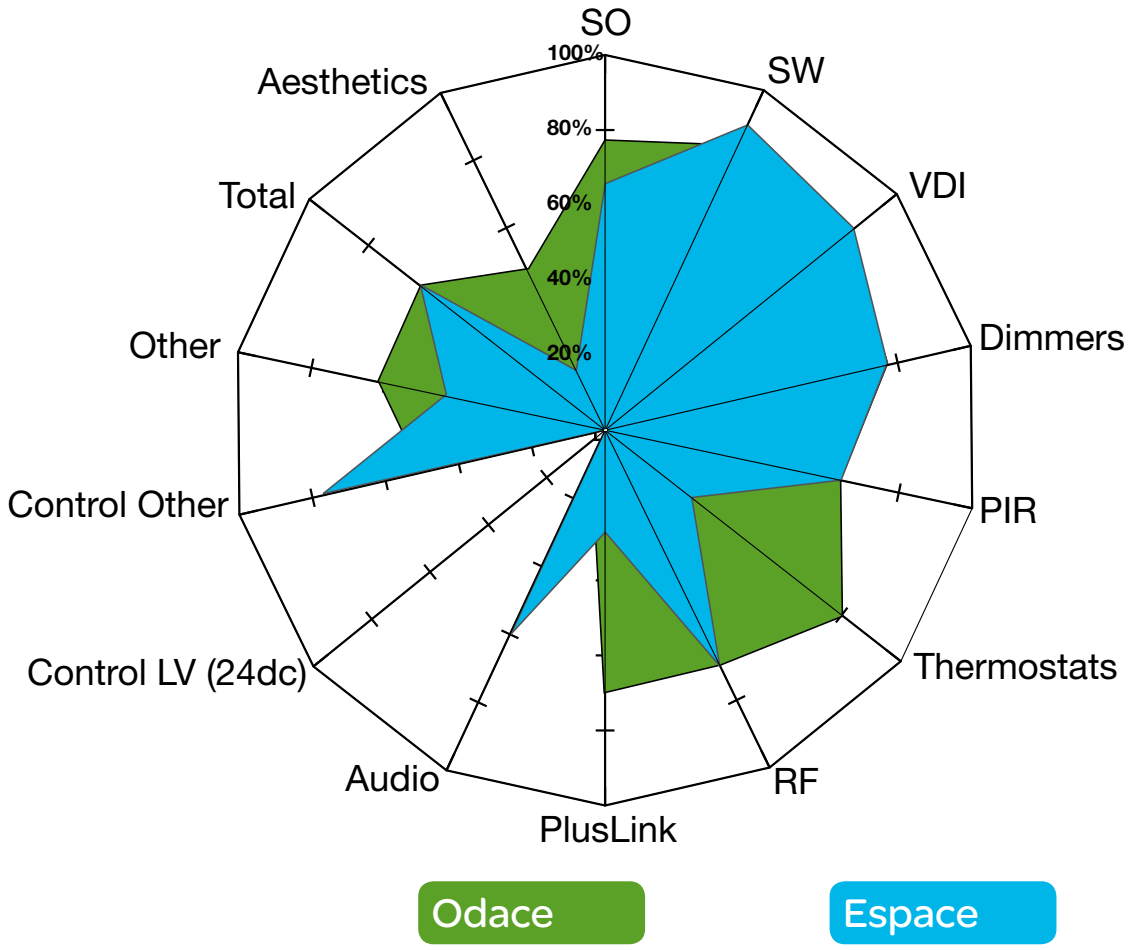
Minisystem
+ Light and shutter management system for energy efficiency (7 func.)

Audio
- Full system

Control Other
+ Electronic programmable doorbell 230VAC
- Local controller for roller blinds
- Area controller for roller blinds

Other
+ Buzzer

Aesthetics
+ 3 different aesthetics with its own identity and value proposition
+ 4G cover frames in each aesthetics



* New & refurbishment

Socket outlet
+ 1 x socket outlet screwless 4T/ pole release buttons improved
+ socket outlet DE 2P+sideE shuttered SL 16[a]
+ Orange LED ind 1,5 mA 250V w/ FR socket outletplate
- PC 2P+T 20A monoblock

Switch
+ 2way switch w/LED + 2 way switch w/o LED 10A
+ Key card switch lightable w/ location LED 10A
+ Rocker w/labelholder & Symbols
- Integrated pushbutton plus remote switch
- Indicator light with no neutral
- Control for curtain, venetian blind, and skylight

VDI
+ USB socket 5Vdc
+ 2 RJ45 Infraplus Cat6 Shielded
+ Loudspeaker socket
- RJ45 C5 FTP/C6 FTP
- TV simple «F»

Dimmer
+ Rotary two way dimmer 10-100VA CFL
-Variateur electronic 600W

Thermostat
+ Floor thermostat heat w/sensor 10A
+ Touch display thermostat FP 10A

Qualitative benchmark
Key Odace improvements vs Espace

France

Competitors offers

Socket outlet

1 x socket outlet screwless
> Good wiring (solid & flexible),
> Best unwiring (release-buttons performance).
> Excellent Field test feed-back, specially for new installations.
- **Espace** socket outlet screwless is globally the same as Odace, but his release-bottom are not perfoment.

> Odace gives continuity to Alvaïs socket outlet screwless (4 terminals x pole) as a Key success factor with an improved version IEC standard compliant specially oriented for refurbishment segment and 30mm depth flush boxes.

Switch & pushbutton

> Loc. / Ind. function by upgrading the standard insert (less commercial references, simple catalogue) with accessory LED lamp.
- **Espace** requests dedicated commercial reference for Loc. / Ind. (more commercial references for same function).

> Special LED lamp for CFL lamps are available.
- **Espace** does not have.

> Silicon-proof version at reasonable cost specially for OEM customers.
- **Espace** does not have.

> Spring accessory allows to transform a switch into a pushbutton gives more flexibility on the job.
- **Espace** does not have it.

> No need to dismount the insert for wiring verification.
- **Espace** does not allow it (electrician has to dismount the switch).

VDI

> New 2x, 3x output FM-TV-SAT insert with better connectivity and ergonomics. No need to dismount the center plate to wire (differentiation vs. specialists). Premium price argument.
> New RJ45 easy, fast and tool-less wiring.
- **Espace** offers more complex Legrand wiring system (bad FR market acceptance).

Control

> New PIR (presence & movement) 120° angle coverage platform.
- **Espace** is not NF approved.

> PlusLink: we provide the most adapted domotics system for standard segment

Support frame

> Ergonomic SF with no aggressive points. Nice handwork.
- **Espace** have sharp points in multi gang assembly system annoying electrician handwork

> More robust specially in oblong holes: 7,5 Nm.
- **Espace** only reaches 6,5 Nm

> Easy / smooth assembly. Just slide down one support over the other in multi-gang configuration.
- **Espace** assembly system is too precise which is time consuming

Aesthetics

> A new styl for standard range with 3 strong aesthetics focusing on 3 different ways of decorating rooms.
- **Espace** just offers the same aesthetics in different finishings: white “lumiere”, translucide “colores”, and paintings “total look”.

> Grooves for cover frames dismounting are left/right.
- **Espace** grooves are just at the bottom.

> Rockers/center plates in glossy finishing to avoid getting dirty, easy cleaning and less sentible to scratches.
- **Espace** has rockers/center plates in mat finishing.

Odace > Celiane

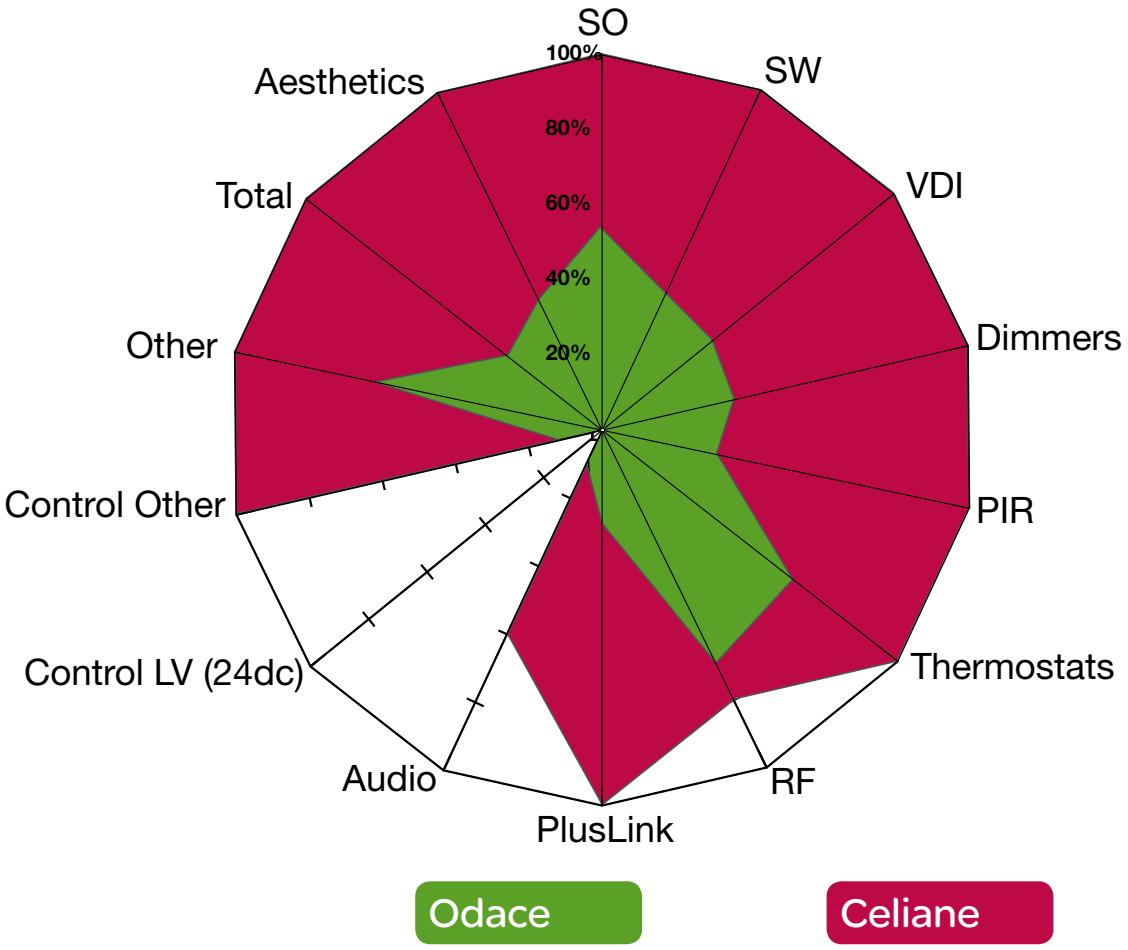
France

Challenge Celiane entry level “assembled” offer in medium segment

Celiane overpass Odace in offer width and depth.

> Quantitative benchmark has nonsense when its core position is HIGH-END segment

> Qualitative benchmark has a logic when is used as a Medium-low segment range



Qualitative benchmark
Key Odace improvements vs Celiane

France

Competitors offers

Socket outlet

1 x socket outlet screwless.
> Good wiring (solid & flexible).
> Best unwiring (release-buttons performance).
> Excellent Field test feed-back, specially for new installations.
- **Celiane** socket outlet screwless is globally the same as Odace, but his release-bottom are not perfoment.

> Odace gives continuity to Alvaïs socket outlet screwless (4 terminals x pole) as a key success factor with an improved version IEC standard compliant specially oriented for refurbishment segment and 30mm depth flush boxes.

Switch & pushbutton

> Loc. / Ind. function by upgrading the standard insert (less commercial references, simple catalogue) with accessory LED lamp.
- **Celiane** requests dedicated commercial reference for Loc. / Ind. (more commercial references for same function).

> Spring accessory allows to transform a switch into a pushbutton gives more flexibility on the job.
- **Celiane** does not have it.

> No need to dismount the insert for wiring verification.
- **Celiane** does not allow it (electrician has to dismount the switch).

VDI

> New 2x, 3x output FM-TV-SAT insert with better connectivity and ergonomics. No need to dismount the center plate to wire (differentiation vs. specialists). Premium price argument.
> New RJ45 easy, fast and tool-less wiring.
- **Celiane** offers more complex Legrand wiring system (bad FR market acceptance).

Control

> New PIR (presence & movement) 120° angle coverage platform at competitive cost.
> PlusLink: we provide the most adapted domotics system for standard segment.

Support frame

> Odace is delivered in 2 commercial references for a complete function (insert + cover frame) : less commercial references, simple catalogue.
- **Celiane** is delivered in 4 pieces (more commercial references, more complex catalogue).

> PenvP shows a lower environmental impact.
- **Celiane** fixing frame which is over dimensioned for a CE60 range delivery form, the best performance in wiring devices market.

Aesthetics

> A new styl for standard range with 3 strong aesthetics focusing on 3 different ways of decorating rooms.
- **Celiane** proposes the same aesthetic but plays with finishings that are not accessible for the standard segment.

Odace > Unica BCQP

Spain

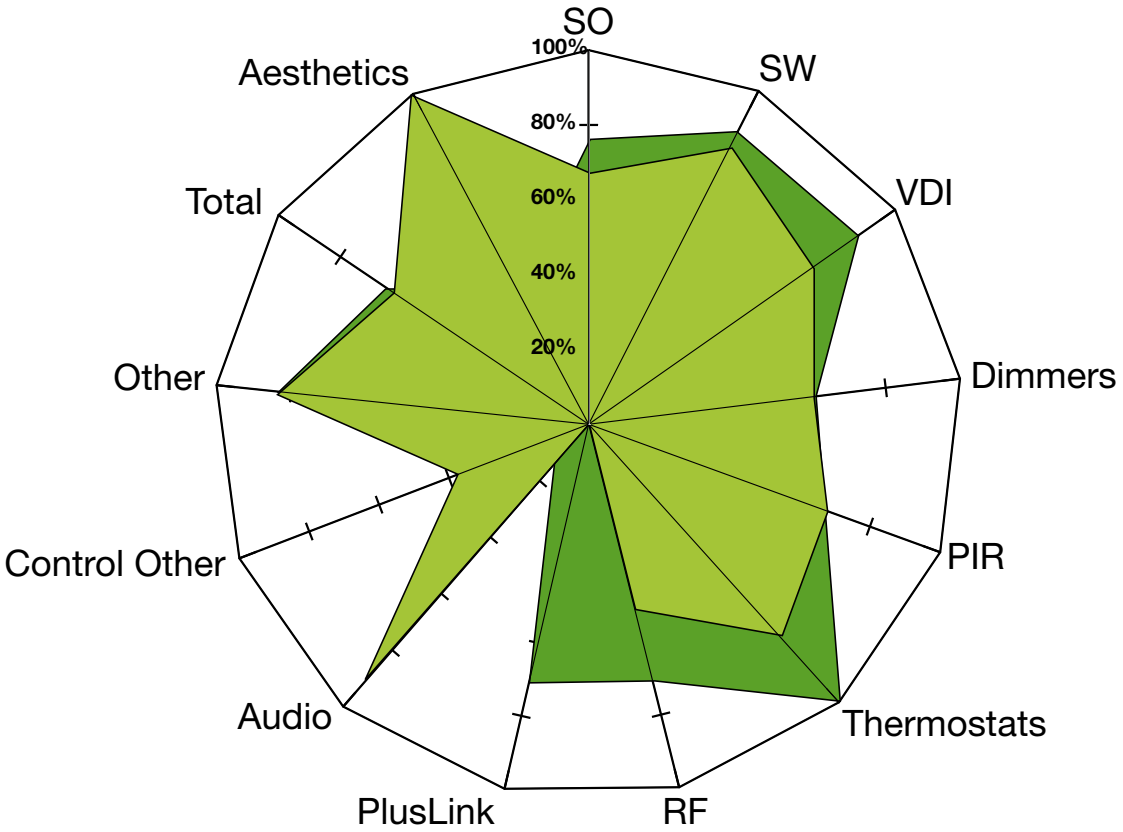
Secure a fast & less costlyOdace Phase-in completing Unica BCQP

PlusLink
+ Light and shutter management system for energy efficiency (7 functions)

Audio
- Full system

Control Other
- Weekly timer, wheather station, watch

Aesthetics
+ 3 different aesthetics with its own identity and value proposition



Odace

Unica BCQP

Socket
+ 2 x socket outlet semiflush Styl

Switch
+ 2 way switch + pushbutton NO lightable 10A
+ Blinds pushbutton NO (1-2) Stop (1+2) 10A Somfy

VDI
+ TV/SAT/R socket (1 input)
+ USB socket 5Vdc

Dimmer
+ Rotary two way dimmer switch 9-100W CFL

Thermostat
+ Bimetal thermostat heat / cool 5A
+ Touch display thermostat FP 10A

RF
+ Combined module RF relay 20-315 W 2 wires

SW = switch
SO = socket outlet
SL = screwless
RF = Radio Frequency

Qualitative benchmark

Spain

Key Odace improvements vs Unica BCQP

Competitors offers

Socket outlet

1 x socket outlet screw & screwless with better family appearence (release-buttons, casing, ...).

Switch & pushbutton

> Short depth (18.5 mm deep) specially when electronic modules are used, but also for general wiring and wires accommodation in flush box.

> Loc. / Ind. function by upgrading the standard insert (less commercial references, simple catalogue) with accessory LED lamp with standard rocker.

- **Unica** requests dedicated commercial reference for Loc. / Ind. (more commercial references for same function).

> More robust electromechanical performance. IEC 60884-1 tests shows Odace switch are 3 times more robust than Unica.

> Special LED lamp for CFL lamps are available.

- **Unica** does not have.

> Spring accessory allows to transform a switch into a pushbutton gives more flexibility on the job.

- **Unica** does not have it.

> No need to dismount the insert for wiring verification.

- **Unica** does not allow it (electrician has to dismount the switch).

VDI

> New 2x, 3x output FM-TV-SAT insert with better connectivity and ergonomics. No need to dismount the center plate for wiring TV inserts (differentiation vs. specialists). Premium price argument.

Control

> New low cost basic thermostat bi-metal.

- **Unica** thermostat is not cost competitive.

> New PIR (presence & movement) 120° angle coverage platform.

Support frame

> Odace is delivered in 2 commercial references for a complete function (insert + cover frame) : less commercial references, simple catalogue.

> Left / right oblong holes are longer for wider angle regulation when flush boxes are not properly aligned on the wall.

> More robust thanks to higher thickness. This thickness allows to use a level tool for a perfect horizontal / vertical positioning.

- **Unica** needs 2 different plastic SF (screw fixing and claws fixing without left/right oblong holes) complexity.

> Cover protector to avoid yogurt individual packaging reducing environmental impact in the job.

- **Unica** yogurt packaging makes a lot of garbage.

Aesthetics

> Ratchet type anchorage system. More robust snaps for higher holding strength to dismounting after several operations. Telescopic regulation - 1/+2 mm.

- **Unica** snaping system was too weak after a few dismounting-mounting operations.

> Minimum gap cover frame vs center plate / rocker (0,4mm). No letter box effect. Accurate finishing.

- **Unica** has a 0,5mm gap.

> A new styl for standard range with 3 strong aesthetics focusing on 3 different ways of decorating rooms.

- **Unica Basis vs Plus** is not perceived as a “different” aesthetic concept.

Odace > Simon27 Play

Spain

Secure a fast & less costly Odace Phase-in completing Unica BCQP

RF
+ Full offer based on switch, dimmer, roller blinds and battery emitters

IR
- Dimmer, roller-blind

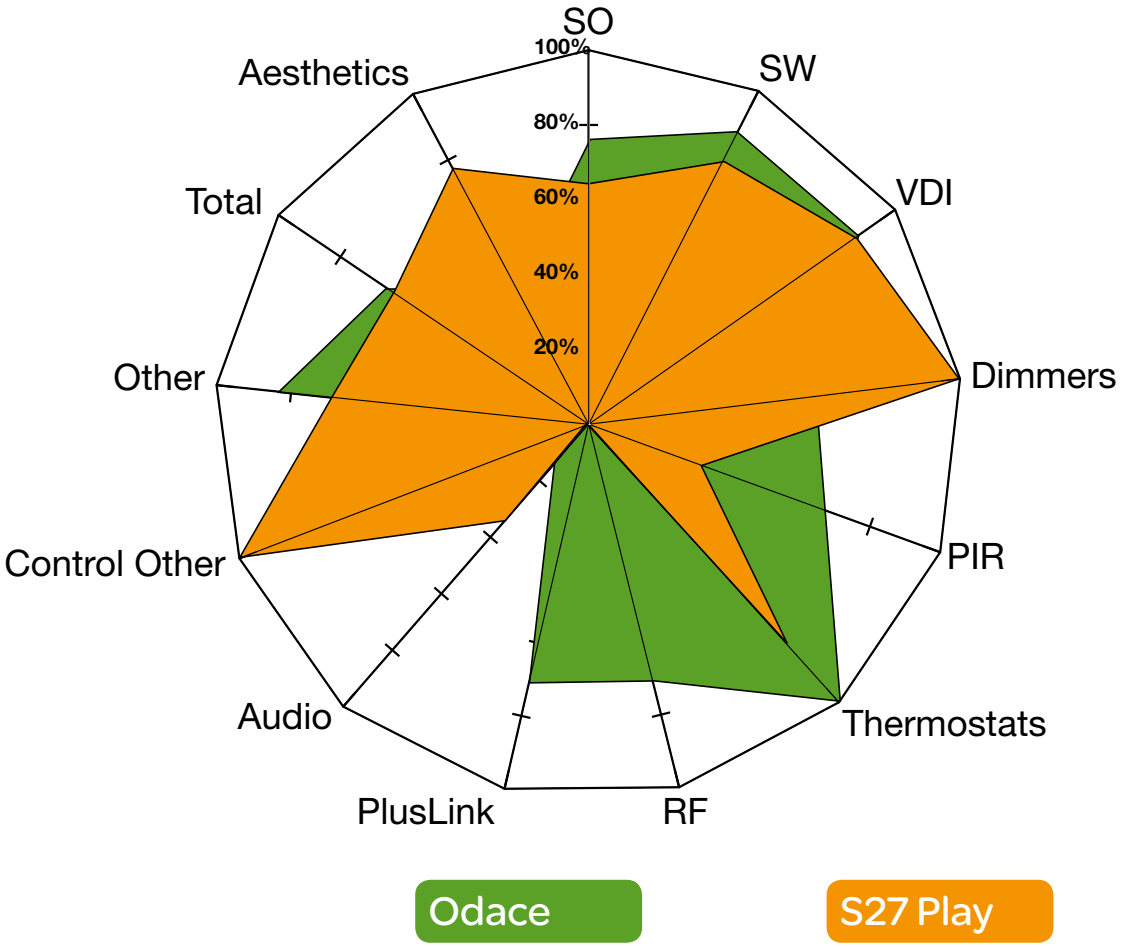
PlusLink
+ Light and shutter management system for energy efficiency (7 functions)

Audio
- Full system

Control Other
+ Electronic programmable doorbell 230VAC
- Technical alarms
- Watch
- Timer, weekly timer, timer astronomic

Other
+ Socket outlet DE 2P+E shuttered 16A w/OP IP44

Aesthetics
+ 3 different aesthetics with its own identity and value proposition



Socket
+ socket outlet with LED
+ 2 x socket outlet semiflush

Switch
+ Blinds pushbutton NO (1-2) Stop (1+2) 10A Somfy
+ Key card switch lightable w/location LED 10A
+ Rocker w/labelholder & symbols
+ Double rocker w/labelholder & symbols

VDI
+ USB socket 5Vdc
+ TV/SAT/R socket (1 input)
+ Loudspeaker socket
+ 2 loudspeaker socket

Dimmer
+ Rotary two way dimmer switch 9-100W CFL

PIR
+ Presence detector 10A 3 wires

Thermostat
+ Bimetal thermostat heat / cool 5A
+ Floor thermostat heat w/ sensor 10A
+ Touch display thermostat FP 10A
- Weekly thermostat
- Digital thermostat

Qualitative benchmark

Spain

Key Odace improvements vs S27 Play

Competitors offers

Socket outlet

No key qualitative differences.

Switch & pushbutton

> Short depth (18.5 mm deep) specially when electronic modules are used but also for general wiring and wires accommodation in flush box.

> Loc. / Ind. function by upgrading the standard insert (less commercial references, simple catalogue) with accessory LED lamp with standard rocker.

- **S27** requests dedicated commercial reference for Loc. / Ind. (more commercial references for same function).

> Release buttons for flexible wires are ergonomic (similar to socket outlet).

- **S27** are less ergonomic and request push force (harder job work).

> Special LED lamp for CFL lamps are available.

- **S27** does not have.

> Silicon-proof version at reasonable cost specially for OEM customers.

- **S27** does not have.

> Spring accessory allows to transform a switch into a pushbutton gives more flexibility on the job.

- **S27** does not have it.

> No need to dismount the insert for wiring verification.

- **S27** does not allow it (electrician has to dismount the switch).

VDI

> New 2x, 3x output FM-TV-SAT insert with better connectivity and ergonomics. No need to dismount the center plate to wire (differentiation vs. specialists). Premium price argument.

- **S27** reuses CE60 TV specialists sockets but offfers also modular.

> New RJ45 easy, fast and tool-less wiring.

- **S27** offers standard market RJ45 connectors. No specific added value. Simon has no competence on VDI infrastructure.

Control

> New PIR (presence & movement) 120° angle coverage platform at competitive cost.

Support frame

> Odace is delivered in 2 commercial references for a complete function (insert + cover frame) : less commercial references, simple catalogue.

- **S27** is delivered in 3 commercial references (more commercial references and complex catalogue), but 4 commercial references with decorative sleeves.

> Left / right oblong holes are longer for wider angle regulation when flush boxes are not properly aligned on the wall.

> More robust thanks to higher thickness. This thickness allows to use a level tool for a perfect horizontal / vertical positioning.

- **S27** just in metal sheet makes much more difficult the use of the level tool.

> Odace is delivered in plastic Support Frame (intrinsic electrical safety). **Easy / smooth assembly.** Just slide down one support over the other in multi-gang configuration. Friendly to use. Easy and studied shape (chamfrains, circular lines...) for a pleasant work in the job without damaging electrician hands.

- **S27** just in metal sheet (unpleasant to work with). Assembly is less pleasant vs thicker plastic as Odace.

> Cover protector to avoid yogurt individual packaging reducing environmental impact in the job.

- **S27** carton packaging makes a lot of garbage.

Aesthetics

> Minimum cover frame vs rocker gap (0,4mm). No letter box effect. Accurate finishing.

> Odace is made in ABS-UV stabilized (green).

- **S27** uses thermostable material (better UV and surface resistance, but not green)

> A new styl for standard range with 3 strong aesthetics focusing on 3 different ways of decorating rooms.

- **S27** just offers the same aesthetics in different finishing: white colored jackets for cover frames and rockers. S27 proposes the same aesthetic and only plays with finishing to reach all standard targets. This limits the consumer acceptance.

Odace > Valena

Portugal

Secure a fast & less costly Odace phase-in completing Unica BCQP

RF
+ Full offer based on switch, dimmer, roller blinds and battery emitters

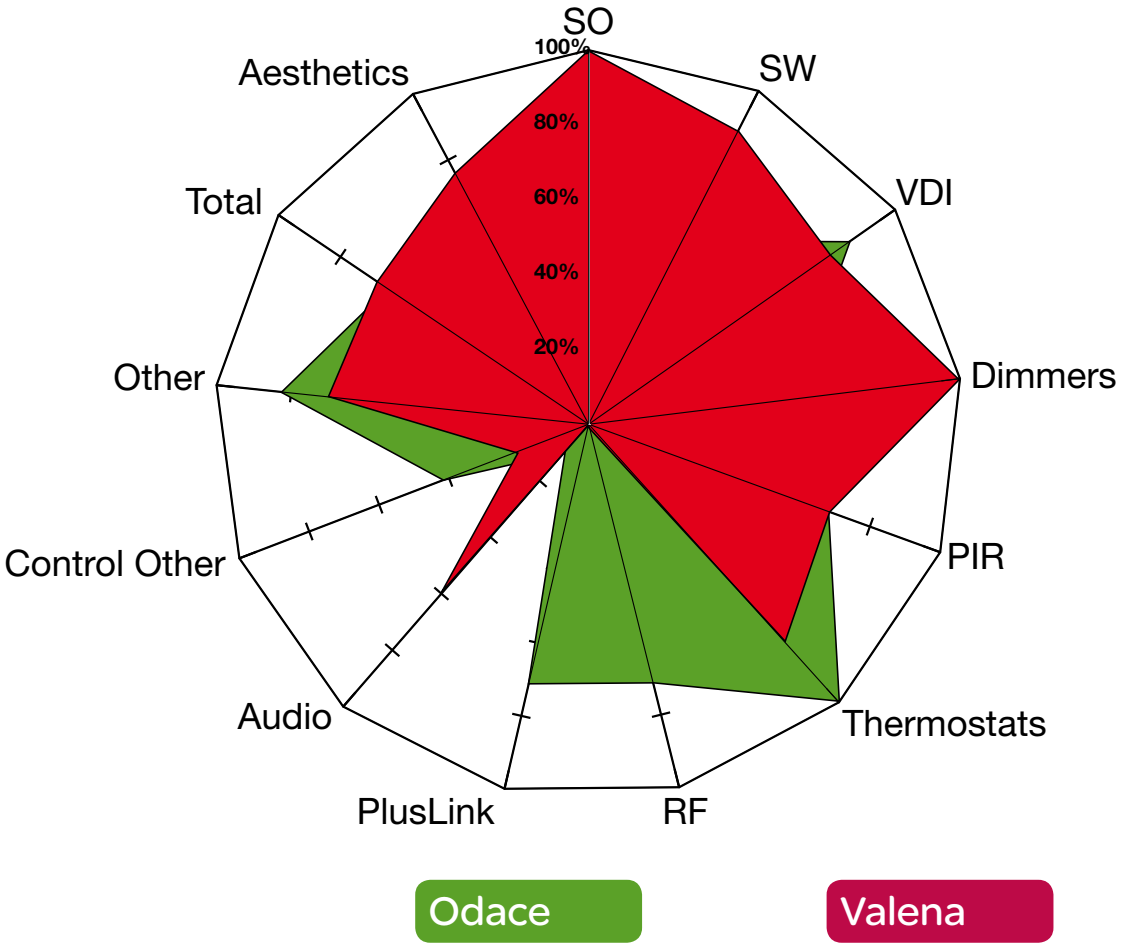
PlusLink
+ Light and shutter management system for energy efficiency (7 functions)

Audio
- Full system

Control Other
+ Electronic programmable doorbell 230VAC
+ Time delay switch 8A / 1840W (2-12s) 2m

Other
+ Fuse-holder type 00 16A
- 3G surface box Basic

Aesthetics
+ 3 different aesthetics with its own identity and value proposition
- 5G cover frame in each aesthetics



Socket
+ Socket outlet FR 2P+pinE shuttered SL 16A
- Socket outlet 2P+T DE tamp RED
- 2 way washing machine

Switch
+ 2 way switch + pushbutton NO lightable 10A
+ Blinds pushbutton NO (1-2) Stop (1+2) 10A Somfy
- Cord PB
- IP44 range

VDI
+ USB socket 5Vdc
+ TV/SAT/R socket (1 input)
+ Center plate RJ45 Univ
+ Center plate 2 RJ45 Univ
- RJ45 C5 STP

Dimmer
+ Rotary two way dimmer switch 10-100VA CFL
- Dimmer 1000W
- Pushbutton dimmer 40-400W
- Pushbutton dimmer 40-600W

Thermostat
+ Touch display thermostat FP 10A

Qualitative benchmark
Key Odace improvements vs Valena

Competitors offers

Socket outlet

Odace socket outlet screw terminals don't have center plate screw fixing, center plate snaps directly over support frame.

- **Valena** socket outlet screw terminals wiring needs to unscrew/screw the center plate screw (time cosuming).

Switch & pushbutton

> Loc. / Ind. function by upgrading the standard insert (less commercial references, simple catalogue) with accessory LED lamp with standard rocker.

- **Valena** requests dedicated commercial reference for Loc. / Ind. (more commercial references for same function).

> Odace switch noise is less noisy than Valena switch.

> Odace switch offers a better quality perception.

> More robust electromechanical performance. Switches are in IEC 60884-1 tests.

- **Valena** switch are also in 16 A. but with a dedicated commercial reference.

> Special LED lamp for CFL lamps are available.

- **Valena** does not have.

> Spring accessory allows to transform a switch into a pushbutton gives more flexibility on the job.

- **Valena** does not have it.

> No need to dismount the insert for wiring verification.

- **Valena** does not allow it (electrician has to dismount the switch).

VDI

> New 2x, 3x output FM-TV-SAT insert with better connectivity and ergonomics. No need to dismount the center plate to wire (differentiation vs. specialists). Premium price argument.

> New RJ45 easy, fast and tool-less wiring.

- **Valena** offers LX10 system RJ45 connectors which are less intuitive than Odace.

Control

> New PIR (presence & movement) 120° angle coverage platform at comptetitve cost.

Support frame

> Left / right oblong holes are longer for wider angle regulation when flush boxes are not properly aligned on the wall.

> More robust thanks to higher thickness. This thickness allows to use a level tool for a perfect horizontal / vertical positioning.

- **Valena** just in metal sheet makes much more difficult the use of the level tool.

> Odace is delivered in plastic Support Frame (intrinsic electrical safety).

Easy / smooth assembly. Just slide down one support over the other in multi-gang configuration. Friendly to use. Easy and studied shape (chamfrains, circular lines...) for a pleasant work in the job without damaging electrician hands.

- **Valena** just in metal sheet what makes it unpleasant to work with. Assembly is less pleasant than with thicker plastic as Odace.

> Cover protector to avoid yogurt individual packaging reducing environmental impact in the job.

- **Valena** inserts are not protected individually.

Aesthetics

> Minimum cover frame vs rocker gap (0,4mm). No letter box effect. Accurate finishing.

- **Valena** offers at least 1 mm gap in between the rocker vs cover frame (what makes the rocker tilt point very visible)

> A new styl for standard range with 3 strong aesthetics focusing on 3 different ways of decorating rooms.

- **Valena** just offers the same aesthetics in different finishing: white colored cover frames and rockers. Valena proposes the same aesthetic and only plays with finishing to reach all standard targets. This limits the consumer acceptance.

Odace > Niko Original

Belgium

Secure a fast & less costly phase -in Odace/ -out Freeline

Thermostat
+ Room heat / cool 8A
+ Floor heat w/sensor 10A
+ Touch display FP 10A

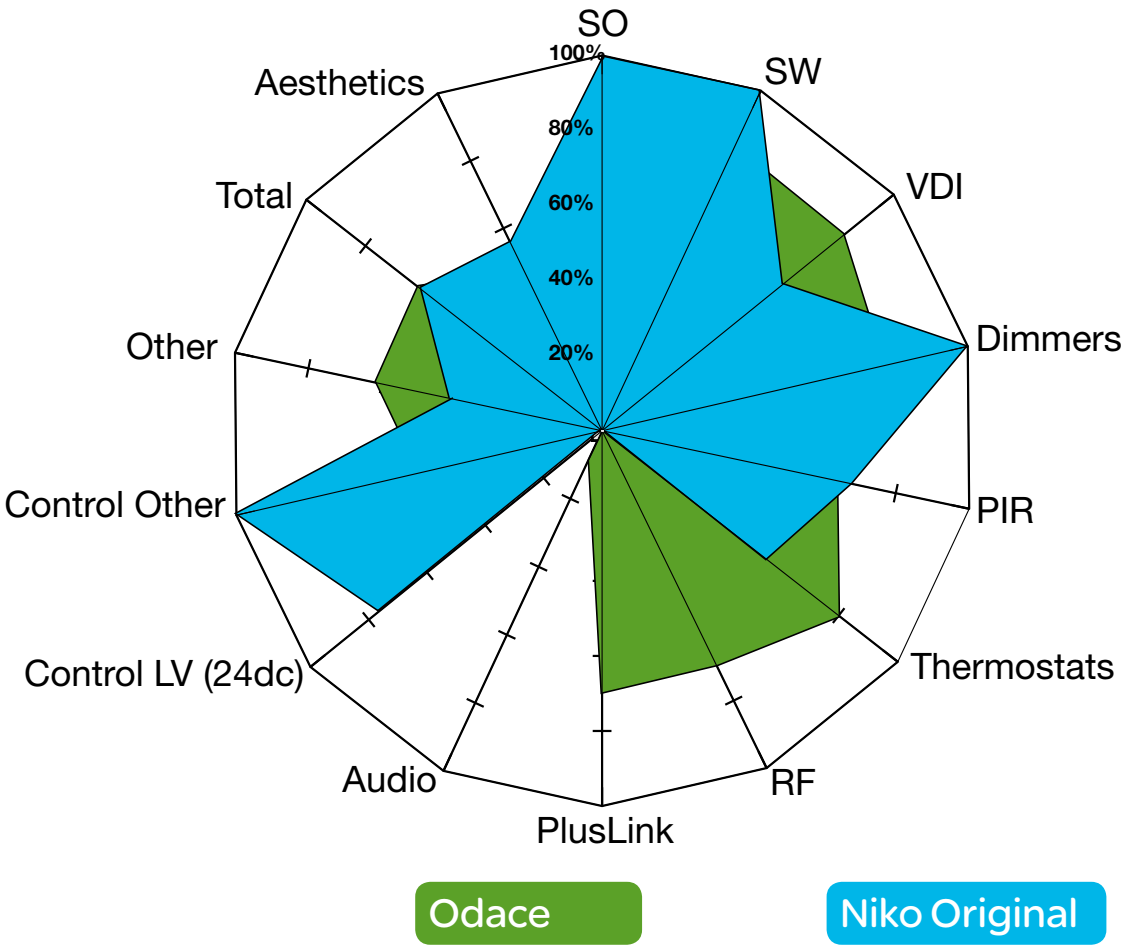
PlusLink
+ Light and shutter management system for energy efficiency (7 functions)

Control 24Vdc
+ Pushbutton free pot 24V 4 cont NO; 24V w/LED 4 cont NO: 24V 6 cont NO; 24V w/LED 6 cont NO

Control Other
+ Electronic doorbell 230VAC
- Timer till 120m 16 A
- Weekly timer 10 A; 4A relay; 4A 2 relays
- Weekly timer 2wire 40-400W
- RB switch weekly
- PB NO LED E10 6A

Other
+ Buzzer
- Blind cover with cable tie

Aesthetics
+ 3 different aesthetics with its own identity and value proposition



Socket
- 2 socket outlet H71 FR 2P+pin earth shuttered SL 16A
- Socket outlet FR with cover
- Socket outlet FR short depth (21 mm)
- Socket outlet FR over voltage protection
- Equipotential socket
- PC FR + VV

Switch
+ 2 way switch w/LED + 2 way switch w/o LED 10A
+ 2 way switch lightable 10A
+ Pushbutton NO lightable 10A; 10A bell
+ Pushbutton NO w/label lightable 10A
+ Key card switch lightable w/location LED 10A
- 2 pole 1 way switch 10A; 16A
- 2 way switch 10A; 16A; 10A in 4 ter
- 2 way switch corded 10/16A; 2 pole 10/16A; NO/NC 16A
- Pushbutton NO 10A 3 terminals
- Pushbutton NO/NC 10A 4 terminals

VDI
+ USB socket 5Vdc
+ RJ45 Infraplus Cat5 unshielded; Cat6 shielded and unshielded
- 2x RJ11; 2x RJ11 ADSL

Dimmer
+ Rotary two way dimmer switch 10-100VA CFL
- Rotary 2 way dimmer swich 60-420VA; 50-500VA; 20-320VA
- Rotary dimmer switch 1-10V regulation
- Rotary dimmer pushbutton 550 VA
- Rotary motors regulator 20-200VA

Qualitative benchmark

Belgium

Key Odace improvements vs Niko Original

Competitors offers

Socket outlet

Odace socket outlet screw terminals don't have center plate screw fixing, center plate snaps directly over support frame.

- **Niko Original** socket outlet screw terminals wiring needs to unscrew/screw the center plate screw (time cosuming).

Switch & pushbutton

> Loc. / Ind. function by upgrading the standard insert (less commercial references, simple catalogue) with accessory LED lamp with standard rocker.

- **Niko Original** requests dedicated commercial reference for Loc. / Ind. (more commercial references for same function).

> Odace switch noise is less noisy than Niko Original switch.

> Odace switch offers a better quality perception.

> More robust electromechanical performance. Switches are in IEC 60884-1 tests.

- **Niko Original** switch are also in 16 A. but with a dedicated commercial reference.

> Special LED lamp for CFL lamps are available.

- **Niko Original** does not have.

> Spring accessory allows to transform a switch into a pushbutton gives more flexibility on the job.

- **Niko Original** does not have it.

> No need to dismount the insert for wiring verification.

- **Niko Original** does not allow it (electrician has to dismount the switch).

VDI

> New 2x, 3x output FM-TV-SAT insert with better connectivity and ergonomics. No need to dismount the center plate to wire (differentiation vs. specialists). Premium price argument.

> New RJ45 easy, fast and tool-less wiring.

Control

> New PIR (presence & movement) 120° angle coverage platform at comptetitve cost.

Support frame

> Left / right oblong holes are longer for wider angle regulation when flush boxes are not properly aligned on the wall.

> As robust as Freeline thanks to higher thickness. This thickness allows to use a level tool for a perfect horizontal / vertical positioning.

- **Niko Original** just in metal sheet makes much more difficult the use of the level tool.

> Odace is delivered in plastic support frame, this means intrinsic electrical safety.

Easy / smooth assembly. Just slide down one support over the other in multi-gang configuration. Friendly to use. Easy and studied shape (chamfrains, circular lines...) for a pleasant work in the job without damaging electricianhands.

- **Niko Original** just in metal sheet what makes it unpleasant to work with. Assembly is less pleasant than with thicker plastic as Odace.

> Cover protector to avoid yogurt individual packaging reducing environmental impact in the job.

- **Niko Original** inserts are not protected individually, but offers the cover protector as an accessory (idem to Altira).

> Support frame offers accessory claws, meanwhile.

- **Niko Original** delivers claws for each insert (more simple delivery form, but adds accidental risk of eventual wires pearcing when claws are not necessary or has to be dismounted what is time consuming).

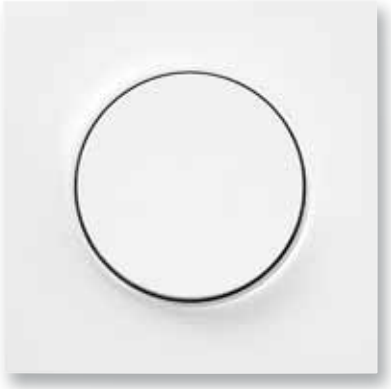
Aesthetics

> Minimum cover frame vs rocker gap (0,4mm). No letter box effect. Accurate finishing.

- **Niko Original** offers at least 1 mm gap in between the rocker vs cover frame.

> A new styl for standard range with 3 strong aesthetics focusing on 3 different ways of decorating rooms.

- **Niko Original** ust offers the same aesthetics in different finishing: white colored outer plates and rockers to reach all standard targets. This limits the consumer acceptance.



dace

> Make the most of your energy